

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

DEEP HEAT

rubs it in with
record 34%
increase in sales.

1978/79 was the best ever year in the history of Deep Heat. Sales shot up a mighty 34% putting Deep Heat even further ahead as the No. 1 rub. And to endorse Deep Heat's immense popularity, it will be supplied to the 1980 British Olympics Team.

This year Deep Heat will again be heavily advertised underlining its proven performance for rheumatic aches and pains as well as sportsman's use.

Share in Deep Heat's huge success by stocking well and displaying well.



Ostomy care

SPECIAL SUPPLEMENT

£1½m cut for contractors?

Assistant of the Year: First heat winner

OBE for Jim Bannerman: Gordon Hobday knighted

Value of trace elements in drinking water

Your customers may approve, but how about their Doctors?

You'd be right not to approve of any pregnancy test unless it had been fully approved by Doctors' tests.

Predictor has been tested and approved.*

Predictor is the pregnancy test a woman can use in the privacy of her own home.

It works on the same basic principle as any other urine test, and has the same accuracy figure of 98%.

As for the approval of women, the facts speak for themselves.

Since it first went on sale, demand for Predictor has increased steadily. And heavy advertising in women's magazines will ensure that demand continues.

Predictor is only available through chemists, so your customers will be coming to you not only asking for Predictor, but

also asking you all about it.

If you would like further information, please contact your Chefaro representative.



Predictor.

Approved by Doctors. Approved by women.

Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ.

*BMJ 13th January, 1973.

C&D
1979
CHEMIST
ASSISTANT
OF THE YEAR
Competition

51 Boreham Road, Warminster, Wilts BA12 9JU.
Closing date for entry is July 14th, 1979.

Over £4,000 to be won

C&D

1979

CHEMIST
ASSISTANT
OF THE YEAR

Competition

sponsored by

Chemist & Druggist and **NPA Products** 

The search is on for the Chemist Assistant of 1979. We are looking for that special customer care which is important to independent pharmacy; that combination of caring service, friendliness, and knowledgeable advice which gives the pharmacist a unique role in the local community.

If you enjoy your job and you take pride in it, then you have those special qualities which people have come to expect from the sales assistant in their local chemist.

They are qualities which could win you £1,000 as "Chemist and Druggist 1979 Chemist Assistant of the Year." Second prize is £500, third prize £250. There are £100 prizes for regional winners to take you through to the Grand Final.

All together there's more than £4,000 in prize money to be won.

So why not enter now?

It's so easy. The competition is open to all assistants who work in National Pharmaceutical Association chemists for at least 16 hours a week, provided they have the agreement of the owner or manager of the pharmacy where they work.

On the other side, you'll find your entry form. Using your knowledge and experience, answer the questions on customer care. Fill in your name and address and ask your pharmacist manager or proprietor to sign the declaration. Then send it off in good time. Closing date for entries is July 14th, 1979.

NUCROSS

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NUWARM

NUHOME

hanx

CHEMIST & DRUGGIST

Incorporating Retail Chemist

June 23 1979

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23 June 1979

COMMENT

What a budget!

The "opportunity Budget", described as such by Chancellor Sir Geoffrey Howe, leaves little opportunity for pharmacist contractors. The rise in prescription charges seems to be further reaching than the Chancellor predicted and there is a danger that in part it could be financed by chemists to the tune of £1½ million (p948).

The rise in charges must be seen as equivalent to the rise in VAT rates—a higher tax to be levied by retailers but not to offset their profits. No Government would expect retailers to reduce their profits because they were collecting higher VAT rates—why then should chemist contractors be made to account for higher prescription charges?

A second point that must be taken into account is that, by Department of Health figures, when charges are raised by 100 per cent prescription volume decreases by 2 per cent. On this occasion the rise in charges from 20p to 45p represents 125 per cent and so presumably will reduce volume by even more than 2 per cent. But contractors' overheads will not decrease—they are fixed; remuneration will therefore be further reduced.

At a time when doctors and dentists have been given an increase of £190m, which must be seen against pharmacists' total payment of £149.2m, the Government is not honouring the election commitments made to pharmacy regarding maintenance of the service. Pharmacy is being treated very shabbily—the Government must reverse the effects of its Budget policy before further harm is done.

The "middle of the month" change in NHS charges is ludicrous and unnecessary, yet the Government has rejected pleas for a delay to August 1. And, of course, chemists will suffer along with all other retailers the fury of customers who find that a price has jumped by more than the "permitted" 6.48 per cent—whatever increase the manufacturer may impose under the cover of a new VAT rate! Perhaps a few politicians should spend some time behind a shop counter. Or, better still, let's make sure next time a pharmacist gets into Parliament!

What a show!

If the National Pharmaceutical Association Board and officials were biting their nails in the run-up to their Mallinson House open weekend and business aids show, they need not have worried. Despite petrol shortages, weather more conducive to picnics than to exhibition tours, and a VAT change the following Monday, the event can be deemed nothing but a huge success.

Many exhibitors sold their entire stocks and NPA business aids had sales running into five figures—not counting those recorded on the manufacturers' stands. Indeed, the exhibitors gave their highest possible accolade in asking, probably unanimously: "When's the next one?" However, NPA is wisely recognising that this was a unique occasion with plenty of pre-publicity (including two articles in C&D) and at present there are no plans to repeat the event next year. If and when they do, perhaps in the north, there will be eager participants.

Meanwhile, congratulations to all the NPA staff who, normally working behind the scenes for retail pharmacy were for once seen serving in the front line.

Department to seek £1½ million cut?

Chemist contractors face a £1½m cut in remuneration if the Department of Health interprets the rise in prescription charges in relation to the NHS contract in a similar way to increased productivity in the past. The Government argues that if chemists collect 45p per item instead of 20p they will need to invest less capital and will therefore require less profit.

The Pharmaceutical Services Negotiating Committee has met Department officials to demand that chemists will not suffer the expected average £150 per pharmacy cut predicted by the Government. The Department is to reply to PSNC soon. Mr A. J. Smith, PSNC chief executive, expects the amount could be higher than £150 but says it is difficult to quantify. PSNC is writing to Dr Gerard Vaughan, Minister for Health, requesting an urgent interview to discuss prescription charges, interpretation of contract and the Review Body report on dispensing doctors' remuneration.

It is understood the Department will be adjusting the advance on-account payments from September to allow for the higher prescription charges.

Public given the facts

Mr Smith, fearing that the public and lay Press would think the higher charges mean extra profits for chemists, issued a statement this week to the media. He said chemists would not benefit by the imposition of the 45p prescription charge, quite the reverse; they would merely be acting as tax collectors for the Government. He pointed out that the Department insisted on interpreting the contract in an arbitrary manner by clawing back all economies of labour, overheads and capital utilisation. If chemists lowered the cost of providing the service the system reduced their payment, he said.

He went on to say chemists had not had an increase in dispensing fee since 1975. Over one third of chemists had been forced to resign from their NHS dispensing contract (that is, close down) and more would be forced to do so if the Department continued in their short-sighted interpretation of the contract. "Indeed some chemists may voluntarily decide to do so and give up the unequal struggle of a self defeating contract." Some newspapers had interpreted that as suggesting industrial action. Mr Smith told *C&D* on Tuesday.

"In a contract based on averaging, some chemists by necessity will be above average with regard to the number of scripts dispensed, some average and some below. (Average equals 34,000 prescriptions per annum, one every five minutes producing approximately £2,380 profit per annum.) The result of 15 years of a self-defeating contract is that the bottom

one-third of chemists has now closed, resulting in the average being raised; those who previously were average are now vulnerable and candidates for closure.

"It is particularly puzzling at a time when the Review Body has awarded dispensing doctors a 17.3 per cent increase from April 1 for the Department to be advocating a cut in chemists' pay. Dispensing doctors and pharmacists are both paid on a Drug Tariff basis and a well-deserved rise for one group (agreed by the Department) cannot be reconciled with a cut for pharmacists. It is vitally important that the public, Parliament and pharmacists alike are fully aware of the slippery slope upon which pharmacists are asked to practise." Mr Smith added that there was hopefully "light at the end of the tunnel" because the independent assessment panel would be considering chemists' profits and might be reporting by the end of July.

Council recommends higher fees

The Council of the Pharmaceutical Society has recommended that the fees for private dispensing, counter prescribed medicines and emergency supply of prescription-only medicines should be increased by 10 per cent to take account of increased labour costs. As a result of increased ingredient and container costs and because of the increase in fees, the list of regularly prescribed mixtures has been revised (see July *C&D* Price List).

Action on script underpricing

The Pharmaceutical Services Negotiating Committee is to make representations to the Prescription Pricing Authority that wherever the number of prescriptions recorded as sent to PPA by contractor differs by 50 from the number invoiced by PPA the contractor should be specifically informed. The action follows discussion at last week's PSNC meeting concerning the prescription underpayments in the London area raised in *C&D* columns by Mr Stanley Blum (Letters, June 9, p883). The Committee felt contractors could query discrepancies earlier if they were specifically informed about them.

'On-account' for July down to 90pc

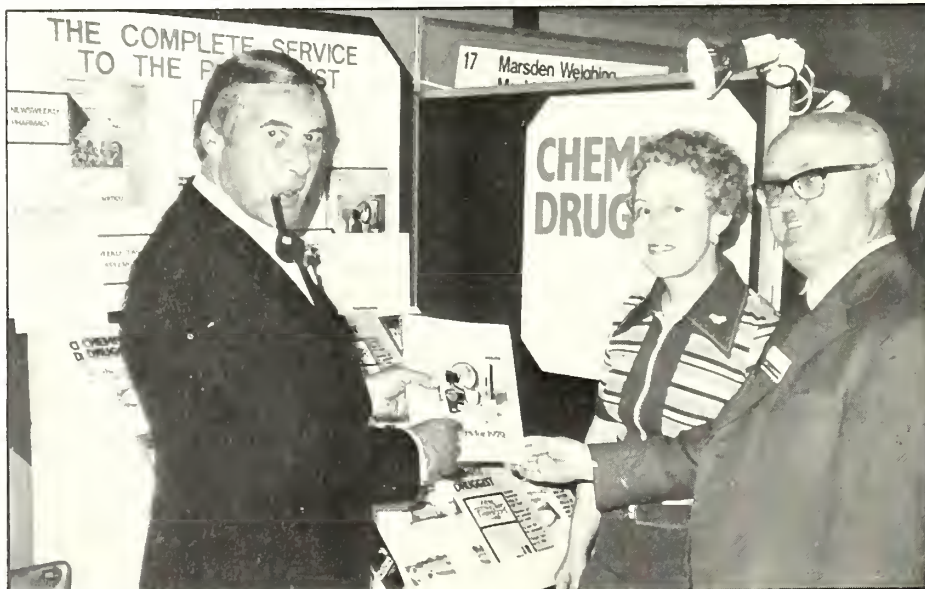
The on-account payment for July 1 will be reduced to 90 per cent, the Pharmaceutical Services Negotiating Committee has agreed with the Department of Health. This follows the expectations that all outstanding VAT repayments will be cleared by mid-July.

PSNC says that the period of suspension of the discounting procedure—five months from October 28—ends on February 28, 1979 and not March 31 as stated in the *NHS Newsletter* 5 79.

Charges date holds

The Department of Health will not defer the implementation of higher prescription charges until August 1 as sought by the Pharmaceutical Services Negotiating Committee. PSNC argued that increasing prices in mid-month (July 16) would create undue administrative difficulties for contractors and the Prescription Pricing Authority.

On the *C&D* stand at last weekend's NPA Show, Peter Nicholls, Advertisement Manager, shows the recently-published 1979 *C&D* Directory to Mr and Mrs T. I. O'Rourke from Belfast. Mr O'Rourke is Ulster Chemists' Association representative on the NPA Board and both he and Mrs Catherine O'Rourke are past-presidents of the Pharmaceutical Society of Northern Ireland, of which *C&D* is the official organ. Further pictures and report from the NPA Show are on pp988-989.



C&D
1979
CHEMIST
ASSISTANT
OF THE YEAR

Wrexham winner

Mrs Margaret Tinsley of Telford is the first regional heat winner in the 1979 C&D Chemist Assistant of the Year Competition. Her prize is a cheque for £100 and a place in the grand final to be held in London on November 29.

Mrs Tinsley works at the pharmacy of E. Margerrison & Co, 9 The Parade, Donnington, Telford, where she has been since leaving school at 15. The pharmacy has a staff of ten, with Mrs Tinsley holding the post of supervisor. Runner-up in the heat (£50 prize) was Miss Maureen Jones of Morgan Thomas, 3 Mostyn Street, Llandudno, Gwynedd, and third (£25 prize) was Mrs Ruth Parnell of C. H. Ashton, 9 New Chester Road, New Ferry, Merseyside.

The heat judges were Mrs Carol James, women's editor of the Wrexham-based *Evening Leader*, Mr John Hughes MPS (a local proprietor pharmacist), Mr Charles Morris-Cox (Numark retail development manager) and Mr Ron Salmon MPS (Editor of *Chemist & Druggist*).

Announcing the winners, Mr Salmon said the judging panel had been impressed by the high standard of all nine finalists and wished to congratulate them on their approach to their work. All retail pharmacists would acknowledge the extent to which their businesses relied upon the quality of the staff: the Assistant Competition was designed to encourage pride and interest in the job—and to find those who were most successful at it.

The Assistant of the Year Competition is sponsored by C&D and NPA Products, with the regional heat finals being organised by ICML wholesalers in their respective franchises. The first of these finals was run by L. Rowland & Co Ltd of Wrexham as a highlight to their Chemfair—a highly successful trade show for chemist customers held at the Plas Madoc leisure centre near Wrexham, June 13-14.

Enter now

There is still time to enter the competition in all franchise areas, however, because the national closing date is not for another three weeks—July 14. A further entry form is enclosed with this issue and more may be obtained from Independent Chemists' Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU (telephone 098521 5555).

A top prize of £1,000 is to be won in the grand final, with runner-up prizes of £500 and £250. Altogether some £4,000 is to be won in the Competition.



Mrs Margaret Tinsley, first regional heat winner, receives a cheque for £100 from Mr Maurice Ellerton, managing director of L. Rowland & Co Ltd, Wrexham.



Beauty Queens? You might think so, but these are the nine finalists in the L. Rowland & Co franchise regional heat of the 1979 C&D Chemist Assistant of the Year Competition who reached the final because they are skilled at their job.



Rowlands' Chemfair 79 was opened officially by the mayor of Wrexham Maelor, Councillor John J. Myers, accompanied by the mayoress. The directors of L. Rowland & Co presented the mayor with a silver-plated salver. Pictured are Mr H. C. Rowland, chairman of L. Rowland & Co (left), and Mr Roland Cole, deputy chairman

Conference bookings need new VAT

Members now booking for the BP Conference in Exeter, September 10-15, should add VAT at the new rate of 15 per cent to the total remittance.

The organisers say that there is still plenty of accommodation available at the university so there is no upper limit

on the numbers who can attend. There is, however, a shortage of accommodation at the hotels covered by the Conference transport but the secretary, Mr W. Rucker, 7 Bainbridge Avenue, Hartley, Plymouth, has a list of accommodation available in other hotels.

Profitable holdings.

This is the denture fixative brand for you to put your money behind this year.

Poli-Grip. In two formulations: regular and super. Why? Not only is Super Poli-Grip the only fixative brand currently advertising on T.V., but its sales have grown by 30% over last year.



Which isn't surprising. Poli-Grip is a *cream* fixative. It's easy to use, pleasantly flavoured and its long lasting adhesive properties make it a popular choice among denture wearers, both young and old.



And not only is there a generous trade bonus from May right through until July, but we've also got some exciting consumer promotions lined up for later this year.

Remember Poli-Grip Denture Fixative. Stick with it and you won't regret it.

The longer holding denture fixative. From Stafford-Miller.

OBE for Jim Bannerman: Gordon Hobday knighted

Mr James Bannerman, a past president of the Pharmaceutical Society, has been awarded an OBE in the Queen's Birthday Honours for services to the Society. Mr Gordon Hobday, chairman of Boots Co Ltd, has been created a knight as have Mr Maurice Hodgson, chairman of Imperial Chemical Industries Ltd and Mr James Cameron, chairman of the British Medical Association.

Other awards in the health field include CBEs for Mr M. Andrews, general secretary of the Arthritis and Rheumatism Council and Professor R. Kilpatrick, chairman of the Advisory Committee on Pesticides. An OBE has been awarded to Ms M. Grainger, senior principal, Department of Health and an MBE to Ms D. Palmer, librarian at Smith Kline and French Laboratories Ltd. Mr Albert Smith, manufacturing department manager for 60 years with Walker Davis & Co Ltd, has been awarded a British Empire Medal. Mr John Phillips, chairman of the Distributive Industry Training Board, was awarded a CBE.

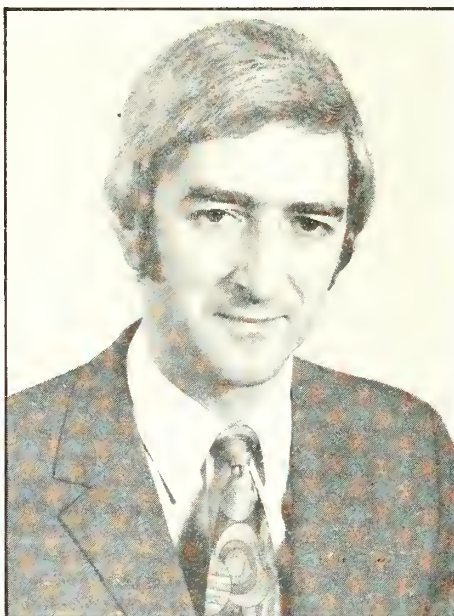
Bargain offers amendment

An amendment to the Price Marking (Bargain Offers) Order 1979 allows price comparisons with *bona fide* recommended or suggested prices. The original Order allowed comparisons between marked prices for goods and prices recommended by anyone who did not sell those goods, but it was pointed out that this would prevent retailers from comparing their selling price with a manufacturer's price where the manufacturer had a retail outlet. Both Order and amendment came into effect on July 2.

Doctor dispensing: separate contract?

A British Medical Association conference last week voted for doctor dispensing to be provided under a contract separate from general medical services.

The resolution was put to the annual conference of Local Medical Committees by Herts LMC and was carried as a "reference", which means that the General Medical Services Committee records it as worthy of further study but does not immediately adopt it as policy. A spokesman for Herts LMC told *C&D* that if the proposal were implemented, doctors could resign from general medical services while continuing to provide dispensing services in the same way that they can, at present, continue to provide contraceptive and other services. He stressed that it was a "minor point of detail to do with the doctors' contract"



Mr Jim Bannerman OBE

and in no way threatened the present arrangements for dispensing in rural areas. The conference supported another motion "that a doctor should be allowed to dispense for all his patients who wish him to do so."

Liverpool LMC proposed "that the regulations should be amended to allow doctors to prescribe for more than one patient on an FP10 for certain agreed conditions without financial detriment to

C&D Price Service: keeping you up to date

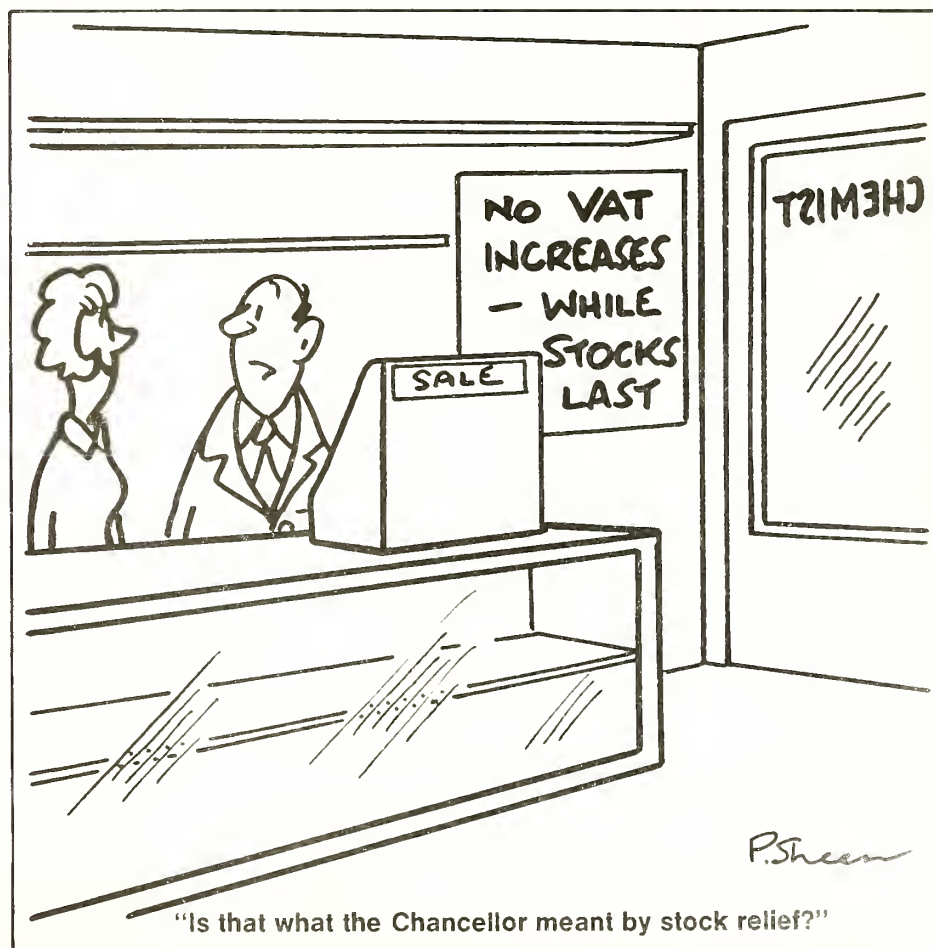
Retail prices in the July edition of *Chemist & Druggist Price List*, now at the printers, have been *computer calculated* at the new VAT rate of 15 per cent, based on manufacturers' pre-Budget price structures. The VAT column will also be adjusted to the higher rate.

Last week's Price Supplement should be retained until the main July Price List is received; no supplement is included in this week's issue. Starting with the June 30 Supplement, new prices will be included in "This Week's Changes" where they *differ* from the computer-calculated price. The Supplements will be cumulative as usual unless a large number of manufacturers increase their base prices at the same time as the VAT rate.

Charts to convert 8 per cent retail prices to 15 per cent and 12½ per cent to 15 per cent appear on p954 of this issue. Classes of goods subject to the old rate of 12½ per cent were listed in last week's issue (*C&D* June 16 p896).

pharmaceutical chemists." The motion fell through lack of time for debate.

The conference carried a motion asking the GMSC to advise all GPs to resign if their independent contractor status were abolished.



There is some indication that the use of emollients alone is beneficial in chronic inflammatory dermatoses.

Reference: Tree S & Marks R B J Dermatol (1975) 92:195

When the need is for:

- Relief from discomfort and irritation
- Reduction of cosmetic disfiguration
- Return to normal daily routine

Eczederm cream may be the simplest way to meet this need.



A simple answer to inflammatory dermatoses

Contains:
Calamine B.P. 20.88%
Starch B.P. (Maize) 2.09%
in a lanolin and parabens free base

Tubes of 25g
P.L.R. No 0291/5003
Basic NHS price 0 65p

QUINODERM

Prescribing Information

Name of Product

Eczederm Cream

Presentation

Appearance

Eczederm Cream is a white cream.

Active ingredients

Calamine B.P. 20.88%
Starch B.P. (Maize) 2.09%

Uses

Main pharmacological action

The cream acts as a soothing emollient.

Indications

It is used for the relief of discomfort and irritation of eczematous dermatoses.

Dosage and Administration

Adults and Children

Apply to the affected area two or three times daily or as directed by the physician.

Store in a cool place.

Keep all medicines out of the reach of children.

Contra Indications, Warnings etc

Contra indications, side effects, adverse reactions, precautions, warning, overdose.

Pharmaceutical Precautions

Storage

Eczederm Cream should be stored in a cool place.

Dilutions etc

None.

Legal Category

Eczederm Cream is a registered trademark.

Package Quantities

25g tube.

Further Information

For further information, contact the manufacturer.

Product Licence Number, Name and Address

Product Licence Number: 0291/5003

Name and Address: English Grains Ltd., Park Road, Overseal, Burton-on-Trent, Staffs.

Telephone: 0283 221616.

Eczederm is a registered trademark.

RED KOOGA the Ginseng they're all talking about

TWO NEW RED KOOGA PRODUCTS



RED KOOGA GINSENG ELIXIR

This superb tasting elixir which contains the equivalent of 12 000mg of Red Kooga Whole Root, is supremely packed and presented with its own unique drinking glass. Trade 10 x 200ml. £17.60 Retail price only £2.85

ROYALE INSTANT GINSENG TEA

3 grammes sachets 18"p each retail. Trade 12 x 10 x 3gms £13.20. Retail 10 x 3gms £1.78



600mg tablets,
strip packed, one-a-day,
1 month plus five days supply.

Outers 10 x 36 cost £18.21 plus VAT,
sell at £2.98 each inc. VAT.

Enquire from your usual wholesaler or direct from the manufacturers.

RED KOOGA KING OF GINSENG

Manufactured by: PANAX GINSENG CO. (U.K.)

A division of English Grains Ltd.

Park Road, Overseal, Burton-on-Trent, Staffs. Telephone 0283 221616.

Mr Stanley Orme, MP, has been appointed Opposition Spokesman on Social Services, **Mr John Silkin, MP**, on Industry and **Mr John Smith, MP**, on Trade.

Mr David Davidson has been elected president of the National Chamber of Trade in succession to **Miss Mildred Head**. Miss Head is a member of the independent assessment panel for pharmacy remuneration.

Mr W. G. Fowler, FPS, has been elected president of the Liverpool Press Club, only the third non journalist to hold this office in the club's 96 years history. Mr Fowler is in business in Knowsley, Merseyside, and is a past chairman of the Liverpool Branch of the Pharmaceutical Society and former president of the Liverpool Chemists Association. His election to the presidency of the Press Club marks 30 years as an associate member of this organisation. Mr Fowler told *C&D* that as he was not a journalist he was shocked when he was elected.

Mr Douglas Bentley, MPS, has been awarded the 1979 Janssen Award for general practice pharmacy. Mr Bentley, after experience as a manager in general practice, spent some time in hospital pharmacy in the UK and Iran and is now employed by Kingswood Chemists. The award of £500 is to enable the recipient to prepare a report on a named topic of interest to the profession. The topic selected for this year is "Counter-prescribing—its nature, volume, potential and value to the community."

Deaths

Crooks: On June 12, Mr John David Crooks, 24 Troweir Road, Girvan. Mr Crooks registered as a pharmacist in 1921.

Hiam: On June 7, Miss Jane Munro Hiam, Barkingside, Ilford, Essex, aged 77. Miss Hiam registered as a pharmacist in 1924.

Timoney: Mrs Margaret Mary Timoney (nee McCann), MPSNI, 102 Moss Road, Lambeg, Lisburn, Co Antrim, died suddenly on June 1 after a very brief illness. Mrs Timoney served her apprenticeship with Mr M. C. Mooney, Carlisle Circus, Belfast and after qualifying in 1954 worked for Mr S. Rutherford, Alliance Avenue, Belfast. Twenty-two years ago she opened her own business at Lambeg and this has been run in conjunction with the local post office.

News in brief

- The index of retail prices for all items for May 1979 was 215.9 (1974=100). This represents an increase of 0.8 per cent on April 1979 (214.2) and of 10.3 per cent on May 1978 (195.7).
- Frost and Sullivan Ltd have published

by Xrayser

How now?

The newsagent was grumbling. "I'm not looking forward to next week with all those customers moaning about this extra VAT tax. They don't really want to understand all the ins and outs of where and why and intend to believe that all this money will go straight in my pocket. I've already had some quite nasty remarks about profits I'm going to make from the price rises, and with 700 customers a day..." He tailed off, and I paid for my paper, wishing I had as many customers, unpleasant or not!

My thoughts were more on the mechanics of how we were going to collect the tax. We started on Saturday, having decided it was simpler to put the new prices above the old on the shelf edges using different coloured ink so that everybody would be able to see what it was all about. Throughout the next week, I suppose, our every spare minute will have been spent repricing stock, again using different coloured inks on new labels placed alongside the old since it isn't practical to remove them and it might look deceitful somehow if we tried to cover them up. It's the number of items which is daunting. I began to wonder whether it might not be worthwhile adopting the motor trade practice of quoting "price plus VAT" so as to avoid the hassle which changes like this produce in shops with thousands of small items. However, I feel that customers would resent the addition of tax after having bought something at a stated price, for while we all know we are taxed, we don't want to be reminded of it every time we go out shopping.

Not only that, but we have after all, been assured by the Government that it has no intention of altering the rate for a long time, a statement I am glad to accept at face value because I wouldn't want to go through this every twelve months.

Letters

Occasionally I receive letters from readers who (with one notable exception), begin by saying that they agree with what I write, and would like to write to me, to meet-me-to-enlarge on a particular subject, or to inform me of their views, confident of my support. The difficulty is that I am running a one-man shop, with all that involves, have a full family life, and am hard put to find time to write to me mum! But it is immensely flattering, particularly when I remember the clangers I have dropped, and I thank those who have taken such trouble. But while I cannot reply personally and would never, without express permission, give the name of a correspondent, I reserve the right to quote from, and to comment on letters sent to me, since my job is to comment on pharmacy. Indeed, the letters often provide one with topics and ideas worthy of a wider audience, for which I am most grateful. Watch this space!

a 330-page report analysing and forecasting the markets within EEC countries for "ethical" skin care products including topical steroids, anti-fungals and anti-infectives. Further details of the report (E275, price \$975) are available from Frost and Sullivan Ltd, 104 Marylebone Lane, London W1M 5FU.

□ Mr James Prior, Secretary for Employment, has approved proposals submitted by the Chemical and Allied Products Industry Training Board for a levy on employers equal to 0.75 per cent of their payroll in the year ended April 5, 1979. The Order (SI No. 773, HM Stationery Office) comes into operation on July 16, 1979.

□ Three Glaxo fellowships of £1,000 each are being offered for the best scientific contributions in 1978 in the British national and regional Press, on radio and television and in the technical Press. The closing date for entries is July 31. Application forms may be obtained from the chairman, Association of British Science Writers, c/o Glaxo Holdings Ltd, Clarges House, Clarges Street, London W1Y 8DH.

'Season ticket' cost

The cost of a six months prepayment certificate for prescriptions will go up to £4.50 on July 16, not as stated last week

954 Chemist & Druggist

23 June 1979

23

CAN ADVERTISING CLEAR DANDRUFF?

Judge for yourself.

Because throughout 1979 we'll be telling 33 million adults that the medical solution to their dandruff problem is Tegrin shampoo. Not a cosmetic treatment.

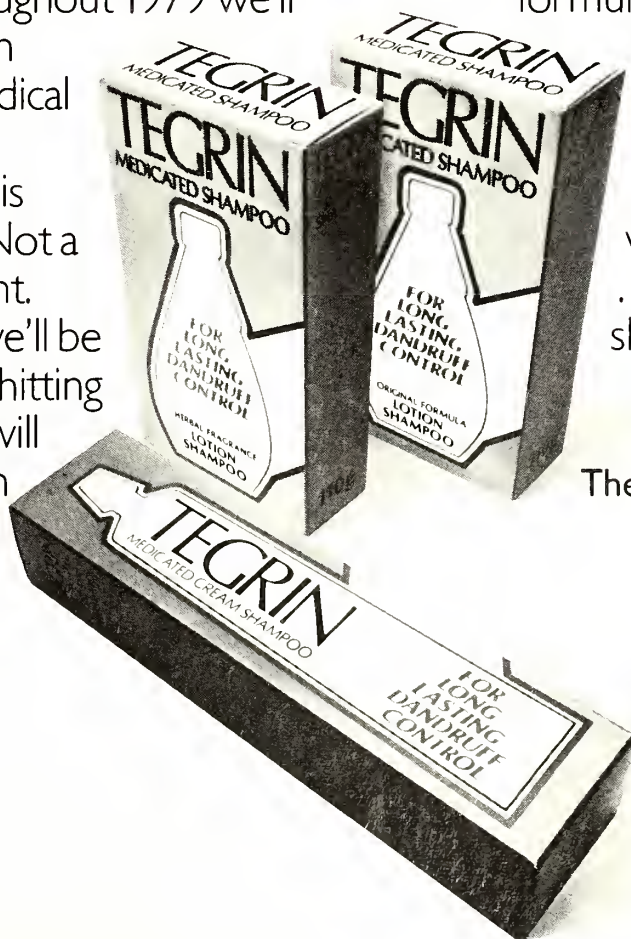
The money we'll be spending on hard-hitting press advertising will explain why Tegrin

is so effective. It has a clinically proven formula of extract of coal tar and allantoin.

With the brighter and better packaging, the campaign for Tegrin won't only clear dandruff ...it'll also clear it off your shelves.

TEGRIN

The medical solution to dandruff.



COUNTERPOINTS

Tudor to go 'national' through franchises

Tudor Photographic Group are to offer franchises to independent photofinishers situated in geographical areas which cannot be adequately serviced from the group's own laboratories at Wandsworth, Cricklewood and Eastwood.

The franchise package will allow smaller laboratories, perhaps with limited financial or manpower resources, to trade as part of the Tudor Group yet remaining independent under the control of the current owners. Dealer accounts serviced by laboratories entering into a franchise agreement will automatically

become Tudor dealers, but will continue to be serviced by their usual laboratory.

Tudor point out that dealers will not only benefit from the high level of television and Press advertising (now an established part of Tudor's strong promotional policy) but they can also receive specialised support in practical areas such as marketing, training, etc.

Laboratories entering into a franchise arrangement will receive the exclusive right to trade as Tudor in a given geographical area, subject to meeting quality and service-time norms. Tudor

anticipate that under a franchise arrangement, the smaller laboratory will not only be able to compete more effectively but achieve a steady growth of accounts in both size and number.

Tudor view the move as a natural step now that the Tudor rose has become a well recognised symbol of their quality and service. The scheme is seen as a move towards establishing more retail outlets for Tudorcolor film, linked to Tudor's processing by the free album given when Tudorcolor film is returned. It will also allow nationwide coverage by Tudor to be achieved with consequential benefits in advertising and promotion. *Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London NW2 7HU.*

My daughter's ears were pierced at a chemist



When I discovered my local chemist was now doing Ear Piercing I knew straight away - "that was where I would take Katie when she wanted to have her ears pierced."

Chemists know about hygiene and sterility so it gives you the confidence you need, and with the new Inverness Automatic System, Katie hardly felt a thing.

A chemist's shop is the natural place for Ear Piercing. So why don't you start? It's so simple, so profitable, and customers will come from miles around.

**PEOPLE TRUST
CHEMISTS**

INVERNESS
Automatic Ear Piercing System

LXX

Louis Marcel Ltd, 12 Bexley Street, Windsor.
Telephone: Windsor 51336.

Please send me the Inverness Brochure
Please ask a representative to telephone me to arrange
a no obligation demonstration

Name

Address

Telephone No

Pre-natal Bounty

Bounty Services Ltd, the marketing organisation in the field of promoting baby products, are launching a pre-natal parcel containing samples of leading manufacturers' baby products, and literature for the mother-to-be.

Until now, Bounty's marketing activities were entirely post-natal with their Bounty bag being delivered personally to the new mother within a matter of days after her confinement. Although Bounty had received countless requests over the years to operate a pre-natal service, they declined to do so until confident that they had a foolproof method of controlling the distribution so that the possibility of duplication, and thereby wastage of clients' material, was eliminated.

Bounty's team of distributors are currently placing into ante-natal clinics a showcard with a dispenser holding cards for completion by the mother-to-be. She sends the card to Bounty where it is collated and computer processed. It is the computer which analyses the cards, and eliminates any duplications. The Bounty parcel is then posted to the expectant mother after the 20th week of her pregnancy. Amongst the samples which expectant mothers will receive are a tube of Johnson & Johnson cream and a sachet of lotion; Maws Supple; two sachets Milupa infant food; a jar of Sudocrem antiseptic cream and six Robinsons of Chesterfield breast pads. *Bounty Services Ltd, Victoria House, 324 Brixton Road, London SW9 7AA.*

Decorpa to go

Decorpa granules are to be discontinued when current stocks are exhausted. Pre-fil granules to facilitate appetite control in obesity are now available. *Norgine Ltd, 59 High Holborn, London WC1.*

Earth Born shampoos are repackaged

The personal care division of Gillette UK Ltd have launched a "new look" for the Earth Born range of shampoos. A new slim bottle replaces the previous, chunkier Earth Born outline, and is said to be easier to grip, especially when wet.

A redesigned label features an illustration of blossom for each of the five current Earth Born variants; avocado for dry hair, honeysuckle or apricot for normal hair, and clover or apple for greasy hair. The Earth Born logotype has also been redesigned to give increased shelf recognition.

By increasing the number of bottle sizes from two to three, Gillette believe they are offering greater versatility to the trade and increased convenience to the consumer. The new small size is expected to prove popular as a trial size and also as a holiday purchase. The three fills, 75ml (£0.42) 125ml (£0.55) and 200ml (£0.73) are all EEC approved.

Commenting on this development, Paul Rutherford, brand manager says: "Creating a new look for Earth Born offers us an opportunity to increase distribution of the product by offering a wider more convenient range of sizes." Distribution of Earth Born currently stands at over 80 per cent of chemists, and it is said to have more than 5 per cent of the chemist shampoo market.

During the coming months Earth Born will receive heavy advertising support with over £800,000 being spent on television and in selected fashion magazines aimed at teenagers in particular. A full range of point of sale material is available for Earth Born including a compact counter merchandiser. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Turning heads at Wimbledon

Last year, the women stars at Wimbledon were given an extra service—a Harmony hairdressing service which is said to have been so popular that Elida Gibbs have been asked to send its team back again this year.

A Harmony hairdresser will be on duty in each of the three ladies' dressing rooms throughout the championships from June 25-July 7. Suzanne Strong of Harmony is leading this year's team of four hairdressers. She comments "We found the work much more varied than we expected last year. Almost all the girls asked us to cut and style their hair, not just do a simple blow-dry, and I think the reason was that it saved them spending some of their precious free time going to the hairdresser". In addition to the hairdressing service, Har-



mony hair products will be freely available to any of the players who might prefer to do their own hair. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Hedex back on TV

Sterling Health are running a national television advertising campaign for Hedex. The three-week campaign, beginning June 25, features the "women talking" theme. "This campaign", say Sterling Health, "will help to ensure that the dramatic increase in Hedex volume sales continues throughout 1979". The company says that during the first four months of 1979 volume sales of Hedex were up by 14 per cent on the same period in 1978. *Sterling Health, St Marks Hill, Surbiton, Surrey KT6 4PH.*

L'Oreal high summer

L'Oreal are offering a "glamorous bargain" with two of their haircare products. Arriving at stockists now is the new 220g size of Allurell hairspray available in a special pack (£1.22) with a 60ml trial size bottle of conditioner Elseve Brush and Dry banded onto the can of Allurell. It would normally cost the customer about 30p to buy this amount of Elseve Brush and Dry, the conditioner formulated for blown-dry hair. *L'Oreal (Golden Ltd), Berkeley Square, London, W1.*

Indoor styles from Homy Ped

Homy Ped products, which are being distributed by Thomas Christy Ltd, now include a new range of autumn and winter shoes for indoor wear. There

are three new styles available for women: Cozy (£9.53) with soft acrylic uppers, a flexible sole and small wedge heel in natural, silver grey, and beaver; Lambsfoot (£19.10) made from lambs wool in natural and beaver; and Hostess (£10.59) whose uppers, soles and heels are all in velvet with a contrasting band of colour over the instep.

There are also two new styles specifically for men: Sioux (£13.79) with a velvet cord upper and a moulded flexible sole, available in brown only; and Apache (£16.98) with uppers of pony skin in black. All Homy Ped indoor exercise footwear contain the Homy Ped "exercise foot cushion" and have non-slip soles. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

Cymex back

Cymex ointment is back on the market after an absence of about a year. This was due to the unavailability of the active ingredient fenticlor. The product has now been reformulated with cetrimide 0.5 per cent and chlorocresol 0.1 per cent as the active ingredients. National Press advertising for Cymex will start in September in the *Sun*, *Daily Mirror*, *Sunday Mirror* and *Sunday People*. *De Witt International Ltd, Seymour Road, London E10 7LX.*

Supplies assured during Cox move

Arthur H. Cox & Co, one of Britain's oldest-established pharmaceutical manufacturers, have just completed the move of their entire tableting and solid-dose packaging operations into a new custom-built complex in the West Country. They are retaining their liquids and creams division, together with the marketing department, in Rustington, Sussex, but with immediate effect all orders for the entire range of products should be sent to Cox Pharmaceuticals, Whiddon Valley, Barnstaple, North Devon, EX32 8NS (telephone 0271 75001).

The re-location programme to the new single storey complex—comprising 8,000 square meters of floor area—has taken three-and-a-half years of planning. Cox say that their single most important objective has been to ensure that deliveries to customers will be maintained at the highest level during the operational start-up, which is scheduled for early July. The complex will be fully on stream by the autumn.

A large and carefully-planned stock-build programme, which started earlier in the year, is now completed and will not be adversely affected.

COUNTERPOINTS

Model changes from Nissin



Mayfair Photographic, importers of Nissin flash units, have announced specification changes in two of their flash-guns, the Nissin AF 70X and AF 50P. The AF 70X, a development of the FP70X, is now suitable for use with the Polaroid SX70 and Sonar One-Step models. The incorporation of a voltage limiter means there is a constant charge of 300v in the main capacitor, thus giving a constant amount of light per flash. When the power is switched off the capacitor is isolated and the neon ready light is extinguished, preventing accidental discharge. Flash range of the AF 70X is from 0.26m to 3.5m and flash duration is 1/500th sec. The number of flashes per set of 4 alkaline penlights is 120 and recycling time between 14-30 secs. The AF 70X is 148 x 70 x 37mm and weighs 270g, without batteries.

The Nissin AF 50P incorporates the circuitry and specification of the new AF 70X in a FIP II body housing. Specially developed for the Polaroid Pronto and Sonar One-Step 5000 models, the AF 50P has a flash range of 1m-2.5m and is 58 x 77 x 85mm, weighing 230g without batteries. *Distributed by Mayfair Photographic, Hempstalls Lane, Newcastle, Staffs.*

Polaroid flash

Polaroid have introduced a new electronic flash designed to match the electronics of their auto-focus cameras. Polatronic 2 in combination with the SX70 Sonarautofocus or Sonarautofocus 5000 is claimed to provide brilliantly-lit, precisely-focused "instant" colour pictures. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Seeds sell-out

After five weeks trading, Mr Fothergill's Seeds (C&D, May 12, p690), have sold out their early summer collection resulting in a new, main summer collection to meet customer demand. The company attributes the success to the presentation stand, and to the introductory offer at around half price. Sales of next season's packs are said to be well ahead of expectations. *Mr Fothergill's Seeds, Kentford, Suffolk CB8 7QB.*

PRESCRIPTION SPECIALITIES

New products in Ecostatin range

Ecostatin twin-pack containing three Ecostatin pessaries with applicator and Ecostatin cream 15g has been introduced by F.A.I.R. Laboratories. The pack (£4.70 trade), which will carry a double prescription charge, is Prescription Only. The following new products have been added to the Ecostatin range.

ECOSTATIN lotion, powder, spray powder and spray solution

Manufacturer F.A.I.R. Laboratories Ltd, Reeds Lane, Moreton, Merseyside

Description Lotion—milky white homogeneous lotion containing econazole nitrate 1 per cent; powder and spray powder—white powder containing econazole nitrate 1 per cent in a talc base; spray solution—alcoholic solution containing econazole nitrate 1 per cent

Indications Fungal skin infections due to dermatophytes, yeasts, moulds and other fungi

Method of use Lotion—Apply twice daily to affected and surrounding skin area. Powder and spray powder—apply to affected area twice daily. Powder specially suitable for skin folds. Spray solution—apply twice daily. Not to be used on mucous membranes

Precautions Products should not be used near eyes. Spray solution not to be used on mucous membranes

Side effects May be occasional local irritation with erythema, burning or stinging and pruritus

Storage Lotion and powder, at room temperature. Spray powder and solution, in cool place

Packs Lotion, 30ml (£2.50 trade), powder, 30g (£2.90); spray powder, 200g (£2.40); spray solution, 150ml (£3)

Supply restrictions Prescription Only
Issued June 25, 1979

HALCORT cream and HALCORT-FORTE cream

Manufacturer F.A.I.R. Laboratories Ltd, Reed Lane, Moreton, Merseyside

Description Halcort—white, water-miscible cream containing halcinonide 0.025 per cent; Halcort forte—contains halcinonide 0.1 per cent

Indications Treatment of acute and chronic corticosteroid-responsive conditions which may include psoriasis and eczema. Halcort cream indicated for paediatric use; treatment of milder forms of dermatoses and for maintenance therapy after control achieved with Halcort-forte cream.

Contraindications Tuberculous and most viral lesions of the skin, particularly herpes simplex, vaccinia and varicella. Not to be used in fungal or bacterial skin infections without concomitant antimicrobial therapy

Method of use Apply to affected area two or three times daily

Precautions Long-term therapy in infants should be avoided. Corticosteroids should not be used extensively in pregnancy

Side effects Local irritation may occur but is not common

Storage In cool place; avoid freezing

Packs Halcort cream, 15g (£0.75 trade); Halcort-forte cream, 15g (£1.10 trade)

Supply restrictions Prescription Only
Issued June 25, 1979

BENOXYL 20 lotion

Manufacturer Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough, Berks SL1 4QA

Description Lotion containing benzoyl peroxide 20 per cent

Indications Management of cutaneous ulcers

Method of use Apply protective ointment to surrounding skin area. Moisten a thick dressing with normal saline or water, saturate with Benoxyl 20, apply to ulcer with sterile forceps and cover with plastic film. Change dressings every 8-12 hours. See literature

Precautions To be kept away from mouth, eyes and other mucous membranes and normal skin. Product may bleach coloured fabrics.

Side effects Irritant dermatitis has been reported in 2.5 to 3 per cent of cases. If undue irritation occurs, use of product should be discontinued

Storage In cool dark place

Packs 100ml (£3 trade)

Supply restrictions Prescription Only
Issued June 1979

Ponstan suspension is paediatric

Parke-Davies have asked us to point out that Ponstan suspension is Ponstan paediatric suspension containing mefenamic acid 50mg per 5ml. *Parke-Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH.*

Better for you, selling a rusk that's better for babies.



In line with leading medical authorities, Cow & Gate Liga Rusks are formulated to contain less sucrose than other leading brands.

So feeding Cow & Gate, there is less chance of a baby developing the 'sweet tooth' that can easily lead to obesity.

This is why Cow & Gate Liga are the rusks most often recommended by the medical profession. And the ones more and more mothers are asking for.

Stock up with Cow & Gate. Not only are they better for babies—they'll better your profits, too.



The Babyfeeding Specialists

A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products — toothbrushes, toothpaste, dental floss — designed to help keep teeth and gums clean and healthy.

There are the established Sensodyne Toothbrushes — now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,

two alternative designs for routine adult use — Junior for children — Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste — a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss — double textured and lightly waxed, so that it spreads well and is easy to handle.

But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne
Searcher**



**Sensodyne
Gentle**



**Sensodyne
Junior**



**Sensodyne
Plaque
Remover**

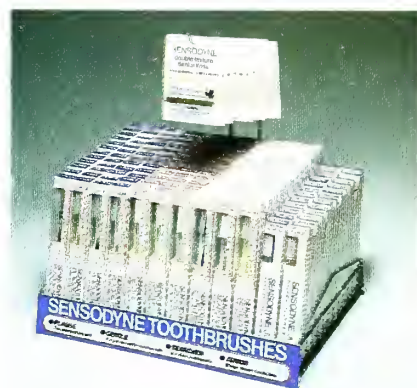
Oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times."

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

All toothbrushes and floss are on bonus from May to July inclusive – see your Stafford-Miller representative for details of the very special promotional package.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.



Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

**Quality products for dental health from
STAFFORD-MILLER
Stafford-Miller Ltd.,
Hatfield,
Herts.**

SENSODYNE
TOOTH PASTE FOR SENSITIVE TEETH

SENSODYNE
double texture dental floss

40% of women are curled up and waiting for it.

Yes, it's an amazing fact that 4 out of 10 women currently have permed hair.

Bristows now provides the **only** shampoo for this consumer need with the introduction of a new variant for permed and damaged hair.

And of course we'll be backing the launch with advertising in womens' magazines, specially created for this variant.

***If it satisfies 40% of women—
it must be profitable for you.***



**BEECHAM
TOILETRIES**

-sell through faster.

COUNTERPOINTS

Double incentive for summer from Close & Easy

Wilkinson Sword Ltd are offering consumers a double incentive to buy Close and Easy disposable razors this summer. Packs of four razors should retail at between £0.17 and £0.22, and there are cash prizes in a Spot the Sun competition. The competition closes on November 30 and offers five £500 refunds on holiday expenses. Entrants have to study two pictures of a holiday scene taken at different times of the day and on one of the pictures mark the spot where the sun has been deleted.

Competition leaflets are included with the razors in see-through bag and promotion headboards are available. To enable smaller retailers to take advantage of the promotion, Wilkinson Sword say, they are introducing cash and carry packs of 10 bags. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6ES.*



suits and contain order forms with full details. The units hold six 4oz Andrews Liver Salt, six 100ml Milk of Magnesia liquid and six 30's tablets. *Sterling Health, St Marks Hill, Surbiton, Surrey.*

All-out advertising from Scholl

Scholl's advertising campaign for their sandals until August is estimated to reach 90 per cent of all women in the UK, they say. Using double and single full-colour pages in over 20 women and teenage magazines the advertising falls into three categories—wooden exercise, comfort, and Soft-step sandals.

The therapeutic benefits of exercise are stressed in the wooden sandals campaign, whereas the comfort advertisements show a variety of styles in a fashion context. Product innovation and exercise benefits are featured in Soft-step. A new range of display material is available including a sandal unit that can show 15 styles and hold up to 80 pairs of stock. There is also a separate display unit for Soft-step. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Kosher toothpaste

Zohad Fluoride Kosher toothpaste (75ml £0.44) is now available from *Broom Lane Enterprises, 16 Broom Lane, Salford M7 0EG.*

Sterling Health track suit offer

Sterling Health are offering consumers a track suit (adult sizes £9.95 children's £8.40), linked with a display of Milk of Magnesia liquid and tablets, and Andrews Liver Salt. Each track suit is made from 80 per cent Terylene polyester and 20 per cent cotton, and is navy blue with a light blue trim. Chemist counter units show a family wearing the track

HPD sell-out

Unicliffe tell us that the sell-out of HPD has been "so dramatic" that they have had to double the production capacity in order to meet consumer demand. *Unicliffe Ltd, 941 Great Western Road, Brentford, Middlesex TW8 9DU.*

Alexandra introduce Hardy Amies dress

A new all-purpose dress designed by Hardy Amies is now available from Alexandra Overalls. Made from polyester and cotton and with a waisted but-

ton front, the dress features piping on the collar, short-length sleeves and a top pocket. It is available in brown or Como blue (£10.25) Alexandra offer discounts for bulk orders which are supplied immediately from stock.

The dress is featured in the company's summer catalogue which is available free on request from *Alexandra Overalls Ltd, Alexandra House, King Square, Bristol BS2 8ET.*

Tabac offers

During June and July Eylure will be offering a special trade bonus on Tabac aftershave. During the period of the Christmas trade shows 50ml and 95ml packs will be offered at pre-price rise levels (£12.20 per doz instead of £13.68 and £18.12 instead of £20.34 respectively). *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

Money off Max Factor

Max Factor are taking money off four of their best selling regular size skin care items while special stocks last. There is 21p off the astringent (normal price £1.20), 21p off the skin fresher (normal price £1.20), 21p off Satin moisturiser (normal price £1.10) and 26p off Satin Flow (170ml, normal price £1.25). *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Agfa motor cameras: All areas

Alka Seltzer: All areas

Anadin: All areas

Anbesol: NE

Anne French: E

Bisodol: Lc, So

Crest: Ln, M, Y, Sc, NE, We, U, B, G, CI

Flex shampoo & conditioner: Ln, So

Immac: E

J&J baby powder: Sc, G, So, A

Keystone cameras: M, Lc, Y, NE

Piz Buin: All areas

Silvikrin shampoo: All except E

Vitapointe: All except Sc, U, B, G, E

Wet Ones: All areas

Wilkinson Sword scissors: Ln

Wondra: Y, NE



140 Years of Cox Quality

Prednisolone B.P. 1mg
5mg

Digoxin B.P. 250mcg

Aspirin B.P. 300mg

Paracetamol B.P. 500mg

Aspirin sodium B.P. 50mg
100mg

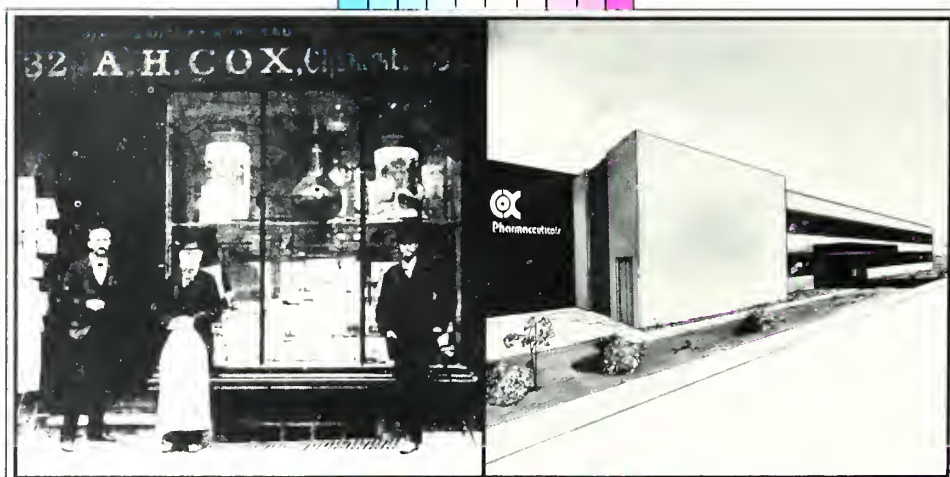
Methyldopa 125mg
250mg
500mg

Diazepam 2mg
5mg
10mg

Chlorpropamide 100mg
250mg

Frusemide 20mg
40mg

Nitrazepam 5mg



1839

A. H. Cox and Co. Ltd., founded in 1839, is one of the leading manufacturers of generic, standard formulary, and speciality products in the U. K.

The ever increasing demands for the Company's products and services has made it increasingly clear that by the end of this decade we will have outgrown our Brighton manufacturing facilities.

In recognition of this, we have built a new factory in Barnstaple, North Devon, which will house the tableting plant and will be fully on stream by the end of 1979.

1979



Arthur H. Cox & Co Limited
Pharmaceuticals
Cox-Continental Limited

Whiddon Valley,
Barnstaple,
Devon EX32 8NS.
Telephone: 0271 75001 Telex: 46531

Innovation the key to hair appliance success

The volatile nature of the hair appliance market means that innovation is at a premium, concludes a recent *Retail Business* report.

The market is governed less by the replacement of worn-out machines than by the wish to have the next, more compact, streamlined, efficient and lighter model available. Innovation in styling wands and rollers has expanded the market generally and introduced multiple ownership of devices.

The report, "Have care appliances," says that some observers believe this pattern of innovation will continue. The hand-held sector, which has been static for the past three years, is seen as ripe for development. Recent advances in microelectronics could offer more sophisticated control systems, especially as a way to overcome hair protection problems.

For the immediate future conditions are promising, particularly for stylers and hand-held dryers, the report continues. But when the next "downswing in the economic cycle" occurs competition will intensify among the manufacturers and could result in a further rationalisation of suppliers.

Dryers are estimated to have a retail value about £22 million, curling tongs almost £8m and rollers £8m. In terms of hair dryer deliveries the market has been fairly static, rising from 2,257,000 units in 1973 to 2,350,000 in 1978. Deliveries of curling tongs reached a peak in 1976 but declined in 1977 and 1978.

The high wattage models have boosted sales of hand-held blow dryers, accounting for 11 per cent of these sales in 1977 and 18 per cent in 1978. Problems with hair damage inhibited growth of curling tongs until Braun and Clairol introduced their steam and spray feature. Heated rollers also suffered in this way particularly as the toiletries manufacturers, who are interested in selling protective sprays, give publicity to the problems of hair damage.

Two share half market

The two leading suppliers—Moulinex followed by Braun—account for half the market. Household ownership of hair care appliances has increased steadily since 1972 and in 1977 was 59 per cent. The 25-34 year old age group showed the highest ownership (90 per cent). Independent electrical retailers account for 25 per cent of sales and mail order 15 per cent.

Braun spent the most on advertising in 1978; their figure of £400,000 was 43 per cent of the total estimated expenditure. Clairol spent £300,000. The

report says the hair appliance market is remarkably responsive to promotion, due to lack of brand loyalty and the price sensitivity of purchasers.

In another report, *Retail Business* says that electrical appliances have increased their share of all UK consumer expenditure in the past decade because they have become relatively cheaper than other consumer goods and services. This relative cheapness has come partly from the discounting of manufacturers' recommended prices and partly because cheaper imports have increased their share of the market. Discounting prices cannot spread much further, the report continues, and there is increasing pressure to reduce imports so that appliances will not continue to become relatively cheaper than other goods.

The report adds that Boots—"who are probably the second most important retailer of small electrical appliances (with an estimated 6 per cent of the men's shaver market for example)"—compete on price with the discounters for one or two items, although preferring to promote their own-brands.

Home brews ready to expand?

The home brew market appears to be on course for further expansion, according to a recent report in *Retail Business*. The annual growth of 20 per cent in real terms since 1976 may not be reached over the next few years but demand should remain "more than buoyant."

Low prices seem inevitable in an increasingly competitive market and the report predicts that traditional retailers will face some erosion of their past dominance. "Boots, in particular, must be watching Woolworth most carefully but, with the encouragement of the brand manufacturers in the industry, a wider range of retailers will try the home brew market within the next couple of years. With demand expanding, success stories should be expected in some areas and the pattern of home brew retailing could be quite altered by the mid-1980s."

Variety and department stores are obvious candidates for home brew sales, the report predicts. Boots accounted for 58 per cent of total retail sales by value last year, other chemists 3 per cent, home brew shops 10 per cent, Woolworth 22 per cent and other outlets 7 per cent.

The report adds that because of the stock range needed, only the larger pharmacies are likely to be able to market

home brew equipment successfully but a recent Economist Intelligence Unit survey showed that when home brewing was promoted in independents it quickly became an important contributor to the non-drug profits.

"As independent chemists become more organised from the purchasing and marketing viewpoints, therefore, it would seem likely that they may well be able to increase their share of retail sales in the home brew market."

Since 1973 the market has expanded continually, reaching a retail value of about £105 million. Over 250 million pints of beer were brewed in 1978 (see also *C&D* special supplement, June 2).

Retail Business is published by EIU Ltd, Spencer House, 27 St James's Place, London SW1A 1NT.

Glutaraldehyde chemical steriliser

Galen Ltd have introduced ASEP, a new chemical steriliser-disinfectant based on glutaraldehyde. Unlike powder activated products, ASEP uses a liquid buffered activator system for fume-free activation and rapid mixing. A significant advantage claimed for the product over the traditional powder activated formulations is the increased margin of safety under conditions of high in-use dilution, since the glutaraldehyde degradation is considerably less in ASEP.

To emphasise the hazards of unmonitored use of glutaraldehyde preparations over prolonged periods, the life of ASEP is restricted to a maximum of 14 days. A 10-minute immersion time is recommended for disinfection and three hours for sterilisation.

Packs 750ml, 2, 4.5 and 25 litres; £1.65, £2.35, £3.76, £14.50 respectively. From all Barclay wholesale depots.

Tesco join the credit race

Tesco's are the latest supermarket chain to introduce a credit card—in their case the Checkout card. Customers can get credit on all purchases—food and non-food—of £20 and above with credit of up to 30 times the customer's monthly payment. Interest charged is 1.75 per cent but when the account is in credit, it earns $\frac{1}{2}$ per cent interest. The scheme has been launched initially in the south through 80 stores with publicity in the Press and on television. Shoppers will be able to use their card from July 16 at any store in the country.

How to sell more. No sweat.

25%

EXTRA

FREE



Women use Body Mist more than any other aerosol deodorant*.

Because it lives up to its famous '3-Way Protection' claim of helping to keep them dry, fresh and not stain their clothes.

So display the special extra-value aerosols and roll-ons from the '3-Way Protector'... and watch the extra sales roll in.

Contact your Beecham Toiletries salesman or your local Wholesaler/Cash & Carry... NOW!

*Source - Independent Market Study

**BEECHAM
TOILETRIES**

-sell through faster.

SECURITY

Smoke detector with remote control

The new Duct Smoke Detector type SDO/GAR (£68 ex VAT) manufactured by Photain Controls Ltd, is a complete unit designed to meet all the control functions that may be required by this type of detector. It consists of a probe unit to be inserted into the duct. Along the probe an infra-red light beam is projected from a solid state light source. The beam is reflected by a chrome disc fitted at the end of the probe back on to a photocell mounted at the side of the light source. The probe unit is connected to a control unit which can be mounted up to 50 metres away. The control unit contains the power supplies, variable sensitivity control, output relay and indicator lights. In the normal condition a white indicator lamp is illuminated and a pair of relay contacts are closed to provide a feed to the damper or circulating fan. When smoke is detected (the degree of smoke can be set on site relative to local conditions) the white light is extinguished and a red lamp illuminated, a 240v 50HZ or a 24v DC output is provided to operate alarm warning devices, the closed relay contacts open switching off the supply to the damper or circulating fan and a pair of contacts close to provide an output for any other type of control function which may be required, for instance, remote signalling to the main fire alarm system. The relay contacts are rated at 5 amps 250v AC resistive load.

The system is available to reset automatically when smoke is no longer detected or it can be arranged to latch in the alarm condition until manually reset, as required. It is available for operation from 110/240v 50/60 HZ supply or 24v DC supply and is designed to "fail safe" in the event of component or supply failure. *Photain Controls Ltd, Unit 18, Hangar No 3, The Aerodrome, Ford, Arundel, West Sussex BN18 0BE.*

Carrying satchel to stop muggings

A new security cash carrying satchel which protects both cash and carrier in the event of attempted theft, has been introduced by Volumatic Ltd. Made from high quality leather the satchel has an adjustable shoulder strap and belt. A smoke and dye cartridge inside the case is attached to the belt by a ball link chain. If an attempt is made to snatch the cash satchel, the chain breaks free from the belt and activates the smoke and dye cartridge releasing billows of dense orange smoke that attracts attention to the thief and stains the cash contents and the clothing and hands of the thief.

In addition to setting off the smoke and dye cartridge, the chain also operates a

quick release catch on the shoulder strap making the carrier completely free from the satchel, so minimising the risk of injury. Although designed primarily for use by rent collectors, the satchel has application in other industries where large amounts of cash have to be carried in a convenient manner. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry CV6 5AS.*

Self-retracting key reel

Securikey Ltd have added a new security product to their range: a self-retracting key reel. The key reel clips to a belt or waistband and allows keys to be used at arm's length while they remain securely



anchored to the user's waistband by a stainless steel cord, thus guarding the keys against theft or accidental loss.

The key reel features a chromed steel case with black textured front, and a nylon coated stainless steel cord with a breaking strain of 175lbs, which is said to allow 28in of extension; or 34in in the commercial version which has a belt-loop instead of a spring clip. The key reel is available direct from Securikey for £2.98 including VAT, plus 25p postage and packing, less 10 per cent for two or more, cash with order only. *Securikey Ltd, PO Box 18, Aldershot, Hampshire GU12 6JX.*

Burglar alarm for DIY market

A multi-way keyswitch is one of the main features of a new control unit designed and manufactured by Photain Controls Ltd. The Mark 5 control unit (£32 ex VAT) incorporates battery standby facility to maintain the operation of the system in the event of mains supply failure. In the alarm condition a 12v DC output is provided to operate alarm bells or sirens and once initiated the alarm will sound continuously until the key-switch is turned to the off position. *Photain Controls Ltd, Unit 18, Hangar No 3, The Aerodrome, Ford, Nr. Arundel, West Sussex BN18 0BE.*

EQUIPMENT

Pouring can be made easier

Most containers of 20 litres and upwards have a neck of relatively small diameter with no means of venting to allow air in as liquid is poured out thus there is usually spurting, spillage and slow pouring. The Flo-trol (£18.25) is said to obviate all such problems, and, in addition it is claimed to make handling of such containers easy for females, pensioners and handicapped persons. *Deb Chemical Equipment Ltd, 80 Spence Road, Belper, Derby DE5 1JW.*



Double coated foam tapes from 3M

The range of Scotch-Mount double-coated foam tapes from the Industrial Specialists group of 3M United Kingdom Ltd now comprises 12 variants, each with specific properties to satisfy a wide spectrum of performance requirements.

Latest additions to the range are Scotch-Mount Y-4622 and Y-4626 polyethylene foam tapes, designed for mounting metal, plastic, glass and ceramic objects to contoured or irregular surfaces. They are especially recommended for use with normally "difficult" low surface energy plastics encountered in the household convenience market, such as vinyl wall coverings, polyolefins, ABS, polystyrene and Plexiglas.

The tapes (Y-4622 is 0.8mm thick and Y-4626 1.6mm thick) feature cross-linked closed-cell polyethylene foam backing. Non-yellowing and resilient, they have low moisture absorption, making them particularly suitable for mounting bathroom and kitchen wall accessories such as toothbrush holders, mirrors, toilet paper dispensers and soap tides, says the company. *Industrial Specialists, 3M United Kingdom Ltd, 3M House, PO Box 1, Bracknell, Berks, RG12 1JU.*

How to set up your own pension scheme

by David Jackson, marketing manager, Legal and General Unit Assurance Ltd

Some businessmen can provide a large pension for themselves, cut their tax bills and re-invest some of their pension contributions in their own firms at the same time. Below, Mr Jackson explains how.

The problems associated with running your own business grow seemingly more complex and frustrating as the years go by. A major headache is undoubtedly the insatiable demands of the Inland Revenue which endeavours, usually successfully, to shovel large slices of your earnings into the Exchequer's ever-open pocket.

One of the most efficient ways of reducing the tax man's share of your hard-earned profits is to set up an occupational pension scheme. Naturally, the main object is to provide security on retirement but the benefits can be much wider than this. It is not generally realised that anyone running a small family firm can now join these schemes.

Prior to 1973, controlling directors, that is in general those with more than a 5 per cent stake in a director-controlled company, were barred. Now new legislation has changed that. For anyone in such a position, the tax advantages of setting up a scheme can be considerable. For example:—

□ The company can pay some or all of your contributions and obtain full corporation tax relief;

□ You can also contribute yourself and obtain income tax relief at your highest rate paid on earned income;

□ Pension funds operate almost entirely free of all UK taxes;

□ If you die before retirement, a lump sum of up to four times your current salary, plus your contributions with interest added, can be paid free of capital transfer tax;

□ On retirement, you can arrange to exchange part of your pension for a single cash lump which is free of all taxes. In addition the remaining pension is counted as earned income and therefore not liable to investment income surcharge.

Ten years' service

All these benefits are obtainable even if nearing retirement age when the scheme is set up. As long as ten years of service have been completed with the firm by the time of retirement, you can obtain a pension of up to two-thirds of salary at or near retirement, regardless of how recently the scheme was established. The amount of money that can be contributed to a pension scheme is normally limited only by the benefits being provided.

Hence, it is possible to pay considerable premiums, if appropriate, to secure suitable pension benefits. Of course, paying the premiums may have implications for the business cash flow, but even

this can be turned to advantage by the setting up of a self-administered scheme. There are many attractions, not least the possibility of being able to use some of the money in the pension fund for investment within the company. For example, suppose the business makes a profit of £10,000, corporation tax could well take £4,200 leaving only £5,800 for further investment.

However, that £10,000 could be paid into a director's pension fund with no liability to tax. The money could then be "borrowed" for use within the business, perhaps by buying shares in the company or investing in its property assets. Thus, far from harming cash flow, it can be a positive aid. However such a move may not appeal to all businessmen.

Advantage of independence

Not everyone will be keen to have their pension rights, and that of their dependents, so closely tied to their business. One of the benefits of investing in an independent pension fund run by a specialised life insurance company is that if your business fails, at least the pension fund will survive. In addition, Inland Revenue regulations limit the scope for "self investment" which broadly can be summarised as follows: The scheme has to be constituted under a special Trust with one of the trustees having some special knowledge and experience of pensions which will usually mean employing an outside specialist; there is a limit on the money that can be "self invested" back into your company—in general 50 per cent of the fund's assets; any money so invested must be on commercial terms, that is, if borrowed, current rates of interest must be applied; there are some restrictions on the type of asset investments. For example, it is not possible to invest significantly in such things as "works of art" and other "non-income producing" assets.

Therefore there can be some difficulties for a small firm in setting up its own self-administered scheme, particularly in the initial stages. However, the appearance of a growing number of specialist organisations willing to offer administration services, actuarial advice and other pension fund expertise means that the ability to control their own pension fund investments is now a real possibility for many directors of smaller firms.

Legal and General Assurance Society suggest directors start by taking out a

"unit-linked" pension scheme. Unit schemes, unlike the more traditional types of insured schemes, link pension investments directly to the performance of one or more of a number of special investment funds based upon property, equities, fixed interest securities, etc.

There is a built-in option under which money can be switched between the various investment funds as market conditions change, which gives directors considerable control over their own investments.

However, when the fund assets have grown to a reasonable size, provision can be made for the directors to take, say 50 per cent of the assets away in order to invest elsewhere, usually into their own company, at some later stage. Such developments create new opportunities for both pension provision and effective tax planning.

No director can realistically afford to ignore the benefits of occupational pension schemes and possibly the wider benefits of self-administration, but it is clearly not a subject for the layman. The assistance of a pensions specialist able to advise on the best approach for particular requirements, therefore needs to be sought.

Search for health care inventors

A service which aims to put companies in touch with outside inventors in the health care field has been launched in the United States.

IMS International Inc, whose drug sales data and medical information services last year generated over \$100 million in 48 countries, is introducing the scheme free to inventors. Innovations being sought include pharmaceuticals, diagnostics, devices and toiletries; also of interest are new packaging and dispensing devices. Those innovations with patents issued or pending or other proprietary value are preferred, but this is not an absolute requirement if the invention can be presented without revealing confidential information.

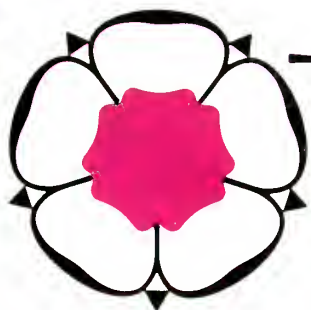
Details of the invention will be circulated to companies who subscribe to the "source book system" compiled by Product Resources International, 21st floor, 90 Park Avenue, New York, NY 10016, USA, to whom applications should be sent.

Regulations in force

Medicines Act Regulations covering the advertising to medical and dental practitioners come into force July 1. Regulations governing the composition and labelling of cosmetics and toiletries for retail sale are operational from July 29 but there is a two-year transitional period on the labelling requirements for products already supplied by manufacturers and importers.

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The value of trace elements in the water we drink

by Dr G. B. West, reader in pharmacology, North East London Polytechnic.

Although the importance of trace elements in nutrition is well recognised, the mineral balance of man is no longer adequately maintained by food alone. Evidence is accumulating to show that the normal intake of water supplies an appreciable proportion of the body's daily needs for a number of trace elements that have specific effects on health.

This is all the more important as much loss occurs in the food during cooking. For example, food cooked in soft water loses minerals, often up to 90 per cent of the total present. Potatoes lose this amount of their manganese content; carrots lose most of their cobalt, and beans lose much copper. After freezing and thawing, many foods (such as corn and blackberries) lose half of their calcium and magnesium, and of course further losses occur when the food is later cooked in soft water.

During the refining of food, mineral losses also occur. Sugar, for example, loses over 80 per cent of its content of magnesium, chromium, manganese, cobalt, copper and zinc. Added vitamins fortify food but added trace elements are not well absorbed and often alter the food flavour.

Trace element deficiencies can therefore occur in areas where food is insufficient or where food is subjected to much industrial processing. Iron, zinc and magnesium deficiency cases have been reported, even in the United Kingdom. Thus attention has to be paid to drinking water to help make up these losses.

Adults drink on average about 2 litres of water every day and more than half of this can be tap water. The total amount of trace elements ingested from this source, therefore, could be appreciable. It is now known that the normal intake of drinking water can provide more than 10 per cent of a person's requirements in calcium, magnesium,

copper, iron and zinc, and all these minerals are in a free, ionic, easily-absorbable form. The practice of indiscriminately softening tap water needs therefore to be reconsidered.

Table 1 compares the requirements of some trace elements for health with the amount normally consumed in the diet and drunk in tap water. It shows how important is the presence of certain inorganic elements in tap water in maintaining health and preventing disease. Each of these elements is then discussed separately, though in several cases the role of one element can be considerably modified by the presence of other elements; for example, the toxicity of zinc is reduced by high dietary levels of copper and iron.

Calcium

In the United States, Canada, the UK and many European countries, it is well known that areas served by hard water usually have lower mortality rates from cardiovascular disease than areas where the water is soft. It is thought that the hard water is less corrosive and causes much less leaching of potentially harmful metals such as lead, copper and cadmium from the water pipes. The calcium in hard water probably is one of the elements exerting this protective effect, just as it is, biologically, in preventing the absorption and transfer of toxic ions from the gut to the blood.

Calcium is necessary for the calcification of bones and teeth, for the clotting of blood, for the excitability of cell membranes, and for the contractile process in all types of muscle. Among other specific functions, it is a co-factor in various enzyme reactions. It is therefore of great importance to the body. However, the nutritional value of calcium in drinking water, is controversial.

Although the daily requirement of cal-

cium is derived almost wholly from food, certain populations with calcium-poor diets may obtain a substantial amount of their requirement from the drinking water they drink. This is perhaps the case today in parts of India where the diet is lower in calcium than it is in Western countries, and one fifth of the calcium requirement comes from drinking water.

Magnesium

In the beneficial association that seems to exist between hard water and low cardiovascular disease rates, magnesium, like calcium, appears to be just as important. Magnesium deficiency has been extensively studied in young rapidly-growing animals, and skin lesions, hyper-excitability, convulsions and coronary lesions have been reported. In man, high rates of heart disease were found in areas in the United States where the drinking water contained about half the amount shown in the table, whereas low rates were obtained in places where the tap water contained twice the amount.

Together with calcium, potassium and sodium, magnesium is important in the electrical conduction of cardiac impulses and in the contractility of cardiac cells. It is also present in bone and some enzymes require it as a co-factor. However, unlike other electrolytes, magnesium is not found in food in sufficient amounts to cover daily requirements, as absorption across the gut wall is slow. Hence, the amount in the drinking water, though small, is of importance.

A low magnesium content in tap water has also been reported to be associated with the sudden unexpected infant death syndrome. Such deaths are probably due to shock resulting from the release of histamine during magnesium-deficiency states. In animals, large quantities of histamine appear in the urine when magnesium is omitted from the diet and in several species erythema of the ears quickly develops, the histamine stored in the subcutaneous connective tissue becoming depleted.

It is known that magnesium is essential for the uptake and storage of amines such as histamine, catecholamines and 5-hydroxytryptamine by cell granules. Thus sudden deaths in adults from heart failure without premonitory symptoms may well arise in areas with soft magnesium-deficient drinking water.

Iron

The formation of the pigment, haemoglobin, in the red blood cells requires iron, yet iron-deficiency anaemias con-

Table 1 Comparison of the amounts of some trace elements (mg day) required by man with those consumed in the diet and those drunk in tap water

Trace elements above the line are required by man, those below the line are present in the diet but are not essential

| Trace element | Requirement for health | Consumed in the diet | Drunk in tap water |
|---------------|------------------------|----------------------|--------------------|
| Ca | 800 | 1,000 | 250 |
| Mg | 400 | 400 | 50 |
| Fe | 20 | 25 | 3 |
| Si | (3)? | 20 | 20 |
| Zn | 3 | 20 | 2 |
| Cu | 2 | 3 | 1 |
| F | (1)? | 0.3 | 1+ |
| I | 0.2 | 0.2 | 0.04 |
| Cr | 0.1 | 0.1 | 0.01 |
| Li | (0.1)? | 0.1 | 0.01 |
| Su | 0 | 2 | 0.05 |
| As | 0 | 2 | Trace |
| Pb | 0 | 0.4 | Trace |
| Hg | 0 | 0.2 | Trace |

Continued on p975

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OSTOMY CARE

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SOLVING SUPPLY PROBLEMS

From the pharmacist's point of view, looking after ostomy patients need not be difficult—in theory.

The difficulties arise when doctors fail to give enough information on prescriptions or patients wait until they have almost run out of supplies before they bring in prescriptions and then complain at having to wait a week or so for replacements.

When an ostomy patient leaves hospital, details of his or her equipment—right down to the manufacturer's code number and the stoma size—are usually sent on to the general practitioner, so somewhere in his files he should have all the information the pharmacist needs to order the correct supplies. Whether or not this information gets transmitted to the prescription is a different matter and the pharmacist often has to fill in the necessary gaps both to ensure that the patient gets the right equipment and that he himself gets paid the correct amount for dispensing it.

Equipment allowed

The Drug Tariff Part VI lists the equipment pharmacist contractors may supply. All initial appliances are issued by hospitals and only replacements of the whole or part of the appliance may be ordered on form FPI0. The replacement of a "complete belt (apparatus)" may only be supplied by contractors who will carry out the actual measurement and fitting.

The Drug Tariff says that when the prescriber has not specified which appliance is required, the pharmacist must endorse the prescription stating what was supplied and keep the invoice in case the Prescription Pricing Authority wishes to see it. But if the doctor has ordered a "belt" and it appears that the patient needs a complete appliance the prescription should be referred back to the prescriber to specify a complete belt appliance.

While it is not necessary to submit invoices to the PPA as a matter of routine, the invoice price (excluding VAT) must be endorsed on the pre-

scription because prices vary between suppliers—even for popular proprietary brands. The Pharmaceutical Services Negotiating Committee warns contractors not to assume that processing divisions know the wholesalers' prices and recommends that pharmacists ask suppliers for the invoice price at the time of ordering to avoid delay in submitting the prescription for pricing.

Another point worth remembering is that contractors cannot claim for broken bulk so should ask doctors to order the

correct pack size for replacement bags. For example, if the doctor prescribes 20 bags which come in packs of 30, the contractor will not be paid for the nearest pack size but for the individual number of bags ordered. In this case the pharmacist should contact the GP and if he agrees, supply the original pack and ask the prescriber to amend the prescription.

Keeping stocks of ostomy appliances "just in case" can be an expensive mis-

Continued on p979

When making the stoma the surgeon brings half an inch or so of healthy intestine through the abdominal wall and then sews the tissue back on itself. The stoma is insensitive. A colostomy in the descending part of the colon results in a stoma on the left side of the body; the ileostomy is often smaller and on the right side of the body (Photo courtesy of Squibb Surgicare Ltd)



Hollister conquers gas



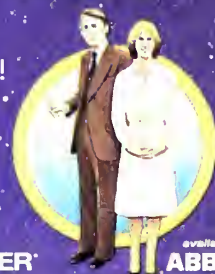
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How pharmacists can help

by C. J. W. Penney, director of administration, Ileostomy Association

The Ileostomy Association of Great Britain & Ireland was the first of the mutual-aid ostomy associations to be formed in the UK—in 1956 by a surgeon named Bryan N. Brooke (later Professor Brooke) and a group of ileostomists. The association's primary aim remains the same today—to help those who have undergone or who are about to undergo an ileostomy operation to return to a full and normal life.

Pharmacists will be the source of the

continuing supply of equipment for most ileostomists once they have been discharged from hospital. Many patients will simply present their chemists with repeat prescriptions which will not vary from year to year, and be unaware of the continual developments among the manufacturers. Some will not realise there are several different makes of equipment and may be struggling with unsuitable appliances, in which case they could be referred to their doctor.

A pharmacist may eventually find that a particular item has become obsolete, and may need to act very quickly if the customer has allowed his existing stock to run low—ileostomists simply cannot "come back next week"! Quick supply is vital and a knowledge of the ostomy equipment market is an asset to any pharmacist to enable him not only to locate supplies but so he also knows of equivalent or improved versions available.

Recent developments in equipment have included vast improvements in the adhesives used, in the elimination of odour problems and in the range of sizes available from some makers. It is imperative that pharmacists are aware of the importance of the correct size—too small an opening will pinch the stoma while one too large will encourage leakage and skin excoriation from the enzyme-rich discharge. New ileostomists are particularly at risk here as they will not have had the chance to adapt to their new life-style; they may well be somewhat embarrassed when calling for their prescriptions and not be forthcoming with requests for advice.

Supply problems

Continued from p977

take and it is probably better to cultivate a sympathetic relationship with patients, explaining the problems and persuading them to co-operate by presenting prescriptions for replacement items well in advance. Ostomy patients are exempt prescription charges (see p983).

The range of appliances is so diverse that no easy classification can be made, but basically they can be categorised according to whether the bags are permanent, semi-permanent or disposable, adhesive (one-piece) or non-adhesive (two-piece, ie worn with a belt).

Whether or not the bag is drainable depends largely on the consistency of the discharge. If the motion is solid, as in colostomies, no outlet is necessary but wind may be a problem and some bags have a vent near the upper end to release the flatus. Bags for ileostomies, which have more fluid discharge, usually have a drainage outlet at the bottom.

The urinary stoma needs a bag with a non-return valve at the upper end so that when the patient lies down the urine does not flow back into the stoma. At the lower end is a tap-operated outlet or similar device, possibly attachable to a long drainage tube for night use.

Bags described as permanent are made from a robust material such as rubber and are washable. They may last several months and the patient may have more than one, wearing them in rotation so that one is always kept clean. The bag's life depends largely on its ability to remain odour free.

Other bags—usually of a plastic material—are described as "semi-permanent", when they can be drained and re-used, or "disposable" when they are discarded after one use.

There are three main ways in which the bags can be held to the body. One-piece, disposable, adhesive bags are at-

tached directly to the skin around the stoma by means of an adhesive patch. Although many of these bags have a hypo-allergenic adhesive, changing the bag regularly may lead to soreness. This problem may be eased by attaching the bag to a flange which is stuck to the skin, an arrangement whereby the bag can be changed without pulling off the flange which is left on the body for several days. Sometimes a belt is worn for extra security.

A third type of appliance is the two-piece combination of a non-adherent bag secured by a belt with a flange and a ring arrangement.

Karaya gum in various forms is often used with appliances to make a leak-proof seal around the stoma, it also protects the skin from enzymes and promotes healing.

Items available on FP10 other than belts and bags include: bag closing clips, bag covers, body shields, discs, double-sided plasters, flanges, foam pads, irrigation sheaths drains bags, ostomy bridges, pressure plates, stoma caps, tubing, washers, skin adhesives, adhesive removers and the following skin cleansers—Chiron deodorising cleanser, Salt ostomy cleaning soap and Stomosol antiseptic liquid.

Certain deodorants and skin-care products are listed in the Drug Tariff as Borderline Substances for which the pharmacist will always be paid when they are prescribed for ostomy patients. However, he will not be paid for accessories intended for use with ostomy equipment nor for certain items such as bag hangers, carrying frames, medical wipes and Stoma Kleen tissues.

Several manufacturers offer educational talks, films and leaflets on the equipment available (see p985) and the National Pharmaceutical Association is planning courses this autumn (*C&D* June 9, p858).

Finally, if pharmacists think there are too many problems involved in supplying ostomy equipment, many of the manufacturers offer a direct dispensing service to patients!

Personal experiences

The pharmacist can so easily do more for his customers than just dispense prescriptions: in addition to the assistance already mentioned, he can make sure that his ostomists are aware of the specialist stoma-care clinics and nurses and of the Ileostomy Association which has over 8,000 members and 60 branches within the UK. Members can offer personal experiences both of returning to normal life with an ileostomy and of having consumer-tested the equipment. Branches hold regular meetings during which manufacturers display their ranges and all members receive a quarterly journal. Full membership is open to all with an ileostomy, while associate membership is open to all those with other types of ostomy and others who are interested in the association's work—eg, doctors, nurses, pharmacists etc. Membership costs £3 a year (£1.50 for those aged 60 and over.) Further information is available from myself at the Ileostomy Association of Great Britain & Ireland, 1st floor, 23 Winchester Road, Basingstoke, Hants RG21 1UE. There is a 24-hour confidential telephone answering service on Basingstoke (STD 0256) 21288.

□ The Colostomy Welfare Group, 38 Ecclestone Square, London SW1 1PB, deals specifically with colostomy patients. Speakers are available to talk to local groups of pharmacists, etc.

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OSTOMY CARE

The appliance revolution

Mr Michael H. Collins, development manager, Searle Medical (UK), explains how ostomy equipment has developed and improved in recent years culminating, in his company's case, in the Topaz range now being launched

Despite the fact that the principles of colostomy were certainly understood by the middle of the eighteenth century, and probably well before that, the development of ostomy appliances and accessories designed to make life more comfortable and less traumatic for the patient has only really got under way during the past 20 years.

Before the end of the 1950s the new colostomist was simply treated like a disabled person—except of course that his "disability" was not considered fit for public discussion. After the operation he was given a belt and celluloid shields, cups or rubber bags to wear—cumbersome, inefficient and anti-social equipment guaranteed to make him feel like a social and medical misfit.

The first breakthrough came when polyethylene was developed, making it possible to produce for the first time a light, simple and disposable ostomy pouch, which in its way was just as much of a psychological revolution for the patient—freed at last from his unwieldy celluloid and rubber apparatus—as it was a technological one. And it began the long and successful process of research and development, with solutions being sought to the colostomists' three major problems.

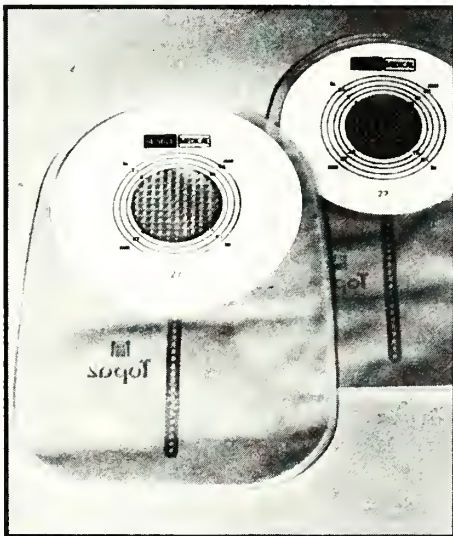
First problem

The first, and most serious, is that of skin irritation. The adhesives used on early disposable pouches tended to be too strong, "grabbing" the skin and making it sore. In turn, fresh adhesive would not stick to the sore weeping skin and excreta could seep onto the skin and produce serious excoriation. (This is in fact a far more serious problem for ileostomists and urostomists, because their excreta are more irritating).

The two main solutions to this problem were the two-piece system, in which an adhesive flange remained on the skin for three days or more, and the use of karaya, a low tack adhesive. Karaya, or an equivalent synthetic, is essential to many ostomists as a skin-seal to prevent faecal material from contacting the skin. It can, though, be used simply as a gentle adhesive even where its sealant properties are not essential, but it is not strong enough alone to support a pouch and belt—an additional adhesive is needed.

Today, modern low tack compounds replace the older adhesives. These do not "grab" the skin yet keep the pouch firmly in place.

The colostomist's second problem is possibly the greatest cause of unhappiness and reluctance to try to lead a full social life—the problem of odour. When the polyethylene pouch was invented, it had the then revolutionary advantages of lightness and disposability, but it was not odourproof, and "crackled" in use. Early attempts to combat the problem involved the use of crude and largely ineffective scented filters and deodorants. It is less than ten years since more effective odour-barrier pouch materials have become available. Most are spin-offs from the food packaging industry. Although it is estimated that there will be at least 6,000 ostomy operations in the United Kingdom this year, the demand is still nowhere near enough to



generate the kind of research into materials development that goes on in the food wrapping industry, for example.

The patient's fear of odour can and should be a thing of the past if an activated charcoal filter is incorporated into a bag made of one of the two main classes of materials used in stoma pouch manufacture today. The first class is laminates which contain polyethylene, and are light, disposable and highly odourproof but do not, unfortunately, fully solve the colostomist's third problem—that of noise. A rustling bag is feared as a tell-tale sign by ostomists and can totally destroy his or her already precarious confidence.

A more recent material (again introduced from the packaging industry) is polyvinylidenedichloride (pvdc). This is perhaps one of the most satisfactory materials yet discovered for ostomy pouch manufacture—not only is it the

quietest, but it also has a high odour barrier, and is strong, light and warm to the skin. However, the fact that it is difficult to work means it is not yet widely used, except in the more advanced stoma care product ranges.

When Searle Medical began to develop Topaz, the new range of products for all ostomists, we felt such considerations as the shape of the bag and its cosmetic appearance deserved more importance than they had been given in the past. We wanted finally to get rid of the tinge of embarrassment which has always been attached to asking for colostomy bags at the pharmacy, so design and packaging were placed far higher up on the list of priorities than has generally been the case for this kind of product.

Developed at the Searle Medical laboratories at High Wycombe in Bucks, Topaz took two years to perfect. Hundreds of patients were approached to test the prototypes in their own homes, three separate trial programmes were carried out before we felt Topaz was conceptually correct. The pharmacist is the vital link between patients and new products, and it is both startling and gratifying to find the difference that modern products can make to the lives of ostomists. As stoma care leaves its old, spartan image behind and enters a new era as a consumer product, ostomists who have never used anything but the bags they were first given by the hospital after their operation could now be prepared to try these new products.

Younger colostomists, particularly, want to experiment with different products until they find the right combination for themselves, but they need educated advice, just as if they were choosing a new type of antiseptic skin lotion or tampon. And who better to ask than the pharmacist ??

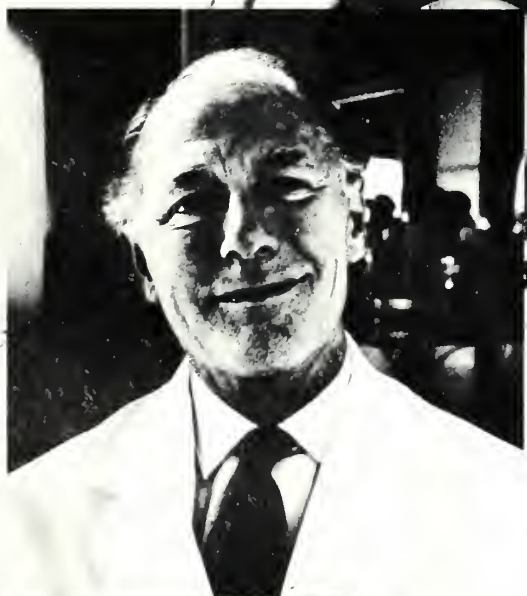
The new range

The new Topaz range consists of five different types, all available pre-cut to fit the stoma size correctly. For easy identification the pouches are suffixed "Colo" for closed pouches, "Ileo" for drainable and "Uro" for arostomy pouches. Abbreviations after the name indicate whether the pouch has karaya and/or adhesive and a vent.

Accessories include belts in two lengths, extra wide to avoid cutting into the skin. The belts are designed for use with Topaz Colo, karaya and a vent but can be worn with all the other pouches. Cotton and polyester covers are available to help keep the skin cool.

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The widely accepted Redifit model comes in a full range of closed or drainable bags—with or without Karaya washer—adhesive or non-adhesive and all-opaque or clear-fronted (for stoma supervision).

Rediseal, a new concept in colostomy and general drainage bags, again completely odourproof, comes in opaque or clear-fronted models with a selection of eight hole sizes and three capacities to suit the majority of patients.

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Please send me full details of the Downs ostomy range.
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OSTOMY CARE

Advice from a stoma care nurse

by Mrs Jean Marceau, SRN, ONC, JBCNS, stoma care nurse, Abbott Laboratories Ltd

It has been said of the stoma care nurse . . . "Her job is not doing, but seeing that everything is done correctly"¹. It has also been said that the Department of Health would like to have a stoma care nurse in each area health authority.

To train in this speciality the nurse must take an eight-week course at a centre which has been approved by the Joint Board of Clinical Nursing Studies. On the course, the nurse learns in depth the anatomy and physiology of the alimentary and urinary tracts, the diseases which may necessitate stoma formation and the complications which may arise as a result of this type of surgery.

She also learns the various psychological reactions the patient may experience as the result of stoma surgery. It is, for example, quite common for someone to grieve over his "amputation" (surgical mutilation) and to pass through the various stages of grief such as denial, anger, resentment, before finally—if ever—arriving at acceptance. Many stoma patients feel socially isolated². One learns at a young age that there is a certain place where one defaecates, and this is the only act that most people perform in complete privacy.

In a recent article in the *British Medical Journal*³, Professor Dudley asks how it must feel to be talking to an attractive woman knowing that one's bowel is emptying itself into a bag on one's abdomen.

The stoma care nurse must therefore be able to understand these feelings and to be able to counsel her patients. She is able to refer patients to social workers or disablement resettlement officers as required, so helping the new ostomist to return to a full and active life. She is not there to change everyone's appliance—rather she is there to support the patient and to teach not only the patient but also the patient's relatives and the nursing and other para-medical staff.

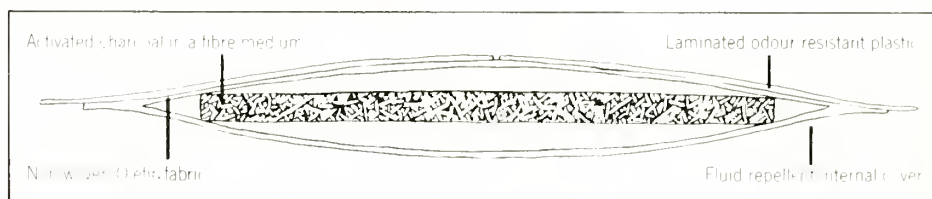
Basic management

There are many basic management problems that the ostomist must face and which the stoma care nurse can help overcome. It helps enormously if the stoma care nurse can meet the prospective ostomist in the out patients department before admission to hospital for surgery. She can form a relationship with the patient and give reassurance about what the operation entails, what a stoma looks like and how it is looked after. Together with the patient and surgeon she can help to plan the most suitable site for the stoma—so eliminating some of the problems which can arise from badly sited stomas.

Post-operatively she can ensure that the new ostomist knows how to take care of his own stoma and appliance. She can see that the patient is discharged from the hospital with an adequate number of appliances, until the pharmacist can obtain the necessary supplies. The stoma care nurse will give to the patient a comprehensive list of his requirements to take to his family doctor and chemist. If at any time a pharmacist is unsure of the code numbers of various appliances for ordering purposes, the marketing companies are only too pleased to furnish this information.

The stoma care nurse will also advise the patient on how to complete an FP 91 form to exempt him from prescription charges. In many hospitals where there is no stoma care nurse in post, an FP

Cross section of the Hollister flatus filter



91 form is not completed. Pharmacists can watch for this and advise their customers how to obtain the necessary application forms. The forms are available from post offices; they must be completed by the patient, signed by the doctor and sent to the family practitioner committee.

Likewise, patients are frequently discharged from hospitals with an inadequate number of appliances. Most ostomy manufacturers are willing to forward samples for patients by first class post until an order can be delivered to a chemist. It is advisable, too, that when a pharmacist has a patient using a particular appliance regularly it is helpful to keep one box in stock ready to meet the next prescription. It was found last winter that deliveries of some appliances were delayed because of strikes, petrol shortages and poor weather conditions. If chemists had held stocks for their regular customers a great deal of emotional trauma could have been avoided. Some companies take returns of unused stock with few reservations, whilst others are less willing.

After stoma surgery, and when the new ostomist starts eating again, he is usually given a low residue diet, but unfortunately he is frequently not told that he can progress to a full diet, omitting only those foods which upset him. These foods can only be found by trial and error. The ostomist should add one new food to his diet daily—so that

if an upset occurs he knows the culprit. He could, however, try that food again six to eight weeks later. Patients often ask their chemists where a low residue diet sheet can be obtained. Are these the patients who have not had dietary advice?

No ostomist should take any medication for constipation without first consulting his doctor; constipation can often be controlled by dietary means.

An additional and common complaint of ostomists is flatus—as a result they eat less which only leads to further flatus. The pharmacist can advise customers to eat regularly, and often a daily yoghurt will help to reduce the amount of flatus. Appliances should never be pricked with a pin to allow gas to escape as this will make them lose their odour-resistant

qualities. Appliances are now available with built-in charcoal filters which will permit flatus to pass through the appliance while removing any odour. If an ostomist is experiencing odour problems nowadays he is either not wearing a modern appliance or not wearing it correctly. If a chemist has a customer with such problems he can be referred to a stoma care nurse or one of the appliance companies' advisory services for expert advice.

Skin problems, too, can be fairly common and the pharmacist can be of help here. The older occlusive types of adhesive on appliances did not allow perspiration to evaporate—so leading to a moist, warm skin which may break out in a rash. The new appliances with microporous adhesives⁴ will let perspiration evaporate thus eliminating this particular cause of skin irritation.

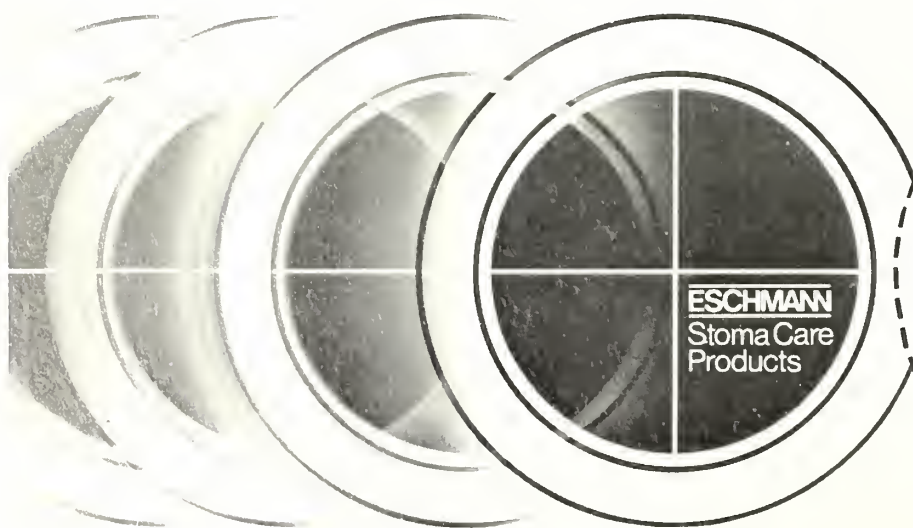
The skin around the stoma will also become sore if too large a gasket size is worn or if leakage occurs—here again advice about correct fitting is called for. The skin may also become sore if the patient starts a course of drugs for an unrelated disease and it is not uncommon for the skin to clear when the course is finished. However, should a stoma customer complain of soreness it is worth asking how he cleans his skin. Many people feel unclean with a stoma and wash the surrounding skin with irritant

Continued on p985

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C.D.

OSTOMY CARE

Advisory leaflets and films back wide range

Downs Surgical Ltd have a wide range of items for ostomy management. The major products are Redifit colostomy and ileostomy bags with an adhesive flange; Rediseal closed colostomy bags with adhesive flange; Cavendish drainable bags with non-adhesive flange—Mark 1 adhesive using Downs discs, Mark 2 non-adhesive using foam pads, Mark 3 two-piece using discs and flanges; Chiron-seal closed colostomy bags; Chiron rubber bags. For urinary diversion there are the Rediflow, Mitcham, Newcastle and Chiron systems.

Also available are bag covers, belts, kidney seals to provide extra support, karaya washers, Chiron barrier cream, Chironplast tape. Products are "cosmetically packed" to avoid embarrassment.

To ostomists, Downs offer a series of "helpful advice" leaflets and product samples. An advisory service staffed by nurses includes domiciliary visits and a fitting service in selected hospitals.

To pharmacists, the company offers prompt delivery either direct or via pharmaceutical wholesalers, a catalogue and price list, literature for passing on to ostomists, a national sales force, a selection of films and slide/tape presentations for showing to meetings. Suitably qualified speakers will also address groups of pharmacists. *Downs Surgical Ltd, Church Path, Mitcham, Surrey CR4 3UE.*

Magnetic device

Coloplast provide the Maclet magnetic colostomy system which does not require the constant use of an appliance. A magnetic ring is implanted beneath the skin and around the stoma and a magnetic cap and washer system fits into the stoma. The cap is removed when convenient for the bowel contents to be expelled. Also available are the Coloplast Extra and Comfort adhesive colostomy appliances, and the Transverse loop

colostomy appliances; the Ileo-B and mini appliances, the K-flex range using a karaya seal, and a urinary diversion appliance. *Coloplast Ltd, Somersham Road, St Ives, Cambs PE17 4LN.*

Postal service

Thames Valley Medical Supply Co operate a postal service by return throughout the UK and deliver to certain southern counties. Ranges of the following manufacturers are stocked—Bullen, Coloplast, Downs, Eschmann, Hollister, Roussel, Salt, Searle Medical, Simpla, Squibb, Thackray. *Thames Valley Medical Supply Co, 118a Chatham Street, Reading.*

A choice of two

Simpla offer two types of system—ventilated or Sure Grip—for both ileostomy and colostomy patients. The ventilated system is recommended if flatus is a problem, a high capacity is required or if the patient is a "sporting type." Also available—Sure Grip Uris system for urinary conduits, Simpla Sassco gel and tex (karaya powder) for skin irritation, Dor filter pads for flatus, Stoma Kleen tissues. *Simpla Plastics Ltd, Phoenix Estate, Caerphilly Road, Cardiff CF4 4XG.*

Flatus patch

Cuxson, Gerrard manufacture T33 Flatus Patches which allow flatus to escape from the bag through an activated charcoal filter. The ostomist makes two or three pin holes in his bag over which he sticks the patch. The patches can be used with any type of bag and are available on FPI0. Promotion plans include the insertion of a descriptive leaflet in the summer issue of the Ileostomy Association of Great Britain and Ireland's journal. Samples can be obtained from *Cuxson, Gerrard and Co (Dressings) Ltd, Oldbury, Warley B69 3BB.*

from home, Abbott Laboratories have a free travel pack, a small plastic-lined bag into which soiled appliances can be put.

Many people turn to their local pharmacists for help and advice on ostomy problems. If the pharmacist himself requires further advice from a qualified stoma care nurse, a full list is maintained by the stoma advisory service, Abbott Laboratories Ltd.

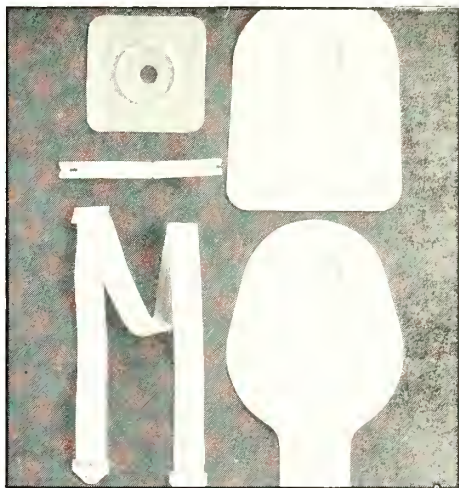
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2. Briggs, M.K., Plant, J.A., Devlin, H.B. *Annals of the Royal College of Surgeons*, 1977, 59, 245.
3. Dudley, H.A.F. *British Medical Journal*, 1978, April 22, 1035.
4. Fitzgerald, R.T.D., Bennetts, F.E. *The Practitioner*, 1978, April.

Systems based on Stomahesive

Squibb Surgicare Ltd say that the introduction of the Stomahesive wafer in 1972 is now acknowledged as a major advance in stoma care. The wafers are made from "non-sensitising" ingredients including gelatin, pectin, sodium carboxymethyl cellulose and polyisobutylene. They adhere to the skin and provide a leak free base to which appliances can be attached.

Surgicare system 1 was introduced to take full advantage of Stomahesive. A flange is attached to a Stomahesive wafer



and a closed colostomy pouch with an elasticated neck is stretched over the flange and retained by a sealing ring. The pouches can be replaced without disturbing the Stomahesive base.

System 2 was introduced last year to cater for ileostomy and urostomy patients as well as colostomists. This system has a Stomahesive flange to which pouches can be snap-locked into position; the snap lock provides a leak-free seal so pouches are changed without moving the flange.

Advice is available to patients and the health professionals through trained staff at the head office and representatives operating throughout the UK. Help is given with study days and stoma care meetings in providing speakers; slide transparencies and films can be obtained direct or from representatives. *Squibb Surgicare Ltd, Regal House, Twickenham TW1 3QT.*

Universal range

Roussel Medical recently introduced the Universal range of closed and drainable bags and accessories, including the Uni-seal Comfort karaya pads with a pre-cut or adjustable aperture.

Roussel offer a stoma care advisory service for stoma nurses and patients, and displays and talks to pharmaceutical groups can be arranged. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0HF.*

Stoma care nurse

Continued from p983

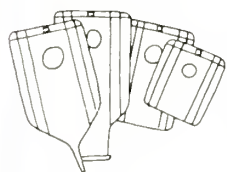
substances. Water alone is all that is needed; a simple bland soap may be used.

Appliance covers should be used to prevent plastic from being in contact with the skin, especially in warm weather when perspiration is more profuse.

The disposal of used appliances can often be a problem. Few people nowadays have open fires to burn waste. Some areas have a dirty dressing disposal service but it is usually necessary to rinse out the appliance, wrap it in newspaper, tie it into a plastic bag and place it in the dustbin. For travelling away

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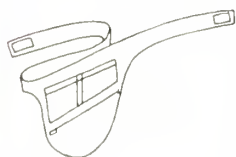
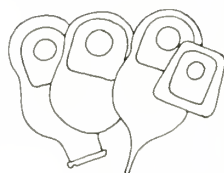


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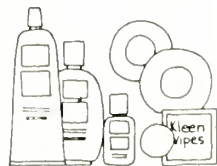


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OSTOMY CARE

Return of post service or delivery offered

Charles S. Bullen Ltd, operate a distribution service to pharmacists in the north west, Fylde and Trent regions, and claim to be able to deliver within 24 hours of the order being received.

A return postal service is offered elsewhere in the UK; duplicate invoices are sent with orders, so that one may be forwarded to the pricing bureau if necessary. There is a full advisory back-up service and weekly stoma clinics to which pharmacists can refer patients having difficulty with appliances or skin problems. Equipment available includes Bullen own products (Lenbul), together with those of other manufacturers—Abbott, Coloplast, Downs, Eschmann, J. G. Franklin, 3M, Salt, Simpla Sassco, Squibb Surgicare, Thackray. *Charles S. Bullen Ltd, Moss Street, Liverpool L6 1EY.*

Six systems

In all, Searle Medical have six ostomy systems, two post-operative sets and a full complement of accessories — Translet Royal and Premier two-piece adhesive systems, Freedom two-piece non-adhesive system, Colosafe and Supreme closed pouch systems (the former features the hypoallergenic adhesive Scanpor). Topaz is the latest.

Accessories include karaya rings, discs, and sheets, a skin cream and two deodorants—Plus 1 for men and Plus 2 for women. The company also produces *In Touch*, a free quarterly magazine for colostomists, giving practical advice and information on where to obtain help. *Searle Medical, PO Box 88, Lane End Road, High Wycombe, Bucks.*

Domiciliary visits

Salt & Sons supply a wide variety of ileostomy, colostomy and urinary diversion appliances, including the Seton range. A national appliance advisory and fitting service includes domiciliary visits to patients. Advice is given to pharmacists about the suitability of appliances for individual patients' requirements.

Future developments in the range will include bridged versions of the light white ileostomy appliances: the bridge is a malleable metal strip which protects the stoma. Convex plates, consisting of plastic-coated rigid metal discs in three opening sizes, give gentle pressure in the peristomal area when used in conjunction with a narrow belt.

The Simplicity colostomy range now uses textured plastic bags to prevent the inner surfaces from clinging and to enable the faeces to pass more easily into the bag. The company is planning to add clear, "odourproof" pouches to

the urinary diversion range, together with similar bridges and plates as for the light white ileostomy appliances. *Salt & Son Ltd, 220 Corporation Street, Birmingham B4 6QR.*

Many accessories

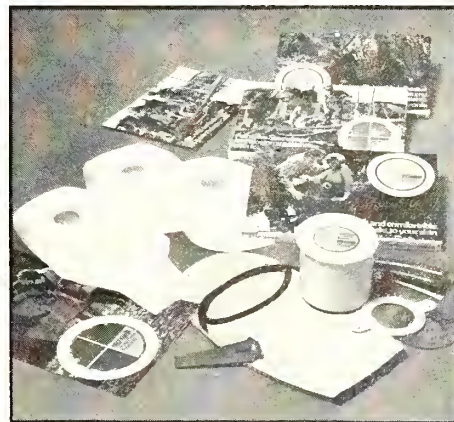
The Raymed division of Charles F. Thackray Ltd offer the following ranges and accessories—Stomastar drainable and non drainable ostomy bags with karaya ring; Stomalite ileostomy and urostomy bags work well with a double-sided plaster or karaya ring; Stomatex ileostomy bags; Schacht non-adhesive colostomy appliance.

Stomasquares are double-sided plasters with two adhesives, one for skin and one for the appliance or flange. Stomogel helps prevent odours. Stomobar cream protects the area around the stoma, ensuring that the skin does not become dry and hard. Also available are plaster remover, Atmoderm aerosol to help relieve skin irritation, and Atmocol concentrated air freshener. Advice to ostomy patients is available from the Raymed Care Centre, 47 Great George Street, Leeds 1. *Charles F. Thackray Ltd, 10 Park Street, Leeds LS1 13Q.*

See-through strip to aid fitting

Eschmann adhesive Stomabags have a see-through strip which keeps the stoma visible when fitting. Available closed (with or without automatic flatus filter) or drainable, with belt if required for extra security, covers and karaya rings; also Carshalton systems for urinary diversion.

The stoma care department advice centre offers help to patients on Freefone 3128; a free booklet, "Life with a colostomy—a guide to stoma care," is also available. *Eschmann Brothers & Walsh Ltd, Peter Road, Lancing, West Sussex.*



Range aims for flexibility

The Hollister range of drainable bags has four basic versions, each with seven different gasket sizes and a choice of bag lengths. The range of closed stoma bags offers flexibility through different appliances which can be worn at particular times eg a moisture-resistant stoma cap can be used while swimming. Some bags use a new microporous adhesive for patients with skin problems.

Abbott recently developed a deodorising flatus filter which uses activated charcoal and is now available on various Hollister bags. Also available are urinary drainage bags, loop ostomy equipment, irrigation equipment, karaya paste, rings and powder, skin gel, adhesive and adhesive remover, covers, belt and clamp.

Abbott offer an advisory service and have a team of stoma care nurses throughout the UK. Securicor express service is used for deliveries. Educational literature, films and audio-visual presentations are available and Abbott arrange study days, symposia and lecture programmes. *Abbott Laboratories, Queenborough, Kent ME11 5EL.*

Air sanitiser spray

Ozium 500 air sanitiser spray is hygroscopic and attaches to airborne moisture particles, the vehicles for odour and bacteria. The spray is small enough to fit in a pocket and gives over 500 metered sprays. *G. H. Wood & Co Ltd, Wealdstone Road, Kimpton Industrial Estate, Sutton, Surrey SM3 9QN.*

Other suppliers

A. H. Shaw have a measuring and fitting service for a full range of belts at their Ossett fitting rooms. Also available are Healwell ileostomy rings and squares (karaya-based), Body Mould pads, rings or squares, Hainsworth colostomy bags, Forest Breeze deodorant. *A. H. Shaw & Partner, Phoenix Works, Manor Road, Ossett, West Yorks WF5 0LF.*

Henleys Medical Supplies Ltd offer the Alexa ileo-colostomy appliance which is held by two elastic belts and has a plastic foam pad surrounding the stoma. Other makes are also available. *Henleys Medical Supplies Ltd, Clarendon Road, London N8 0DL.*

Cambmac Instruments Ltd operate a postal service throughout the UK for their Dansac range of adhesive colostomy and ileostomy equipment. Two adhesive strengths are available—standard and extra. *Cambmac Instruments Ltd, Cambridge Road, Milton, Cambridge.*

Macarthy Ltd, Unichem Ltd and Vestric Ltd are among the chemist wholesalers stocking ostomy equipment.



Mr Victor Goodhew, the local Member of Parliament; Councillor Terry Biggs, mayor of St. Albans; Mr J. C. Wilford, NPA chairman; Mrs Biggs, and Mr J. Wright, director of NPA Group

NPA Show success

An estimated 2,500 members of the National Pharmaceutical Association, their families and friends, visited the NPA show and toured the new Mallinson House at St. Albans last Saturday and Sunday. The "open weekend"—the first event of its kind—was pronounced a huge success by NPA, visitors and exhibitors alike. The MP for St. Albans, Mr Victor Goodhew, was among the opening ceremony audience.

Opening the Show, Councillor Terry Biggs, mayor of St. Albans, expressed pleasure at the opportunity he had been afforded to learn more about the independent chemist—a group about which he, and probably most of the public, were painfully ignorant. The independent clearly needed the business support provided by NPA to enable him to combine the personal service and

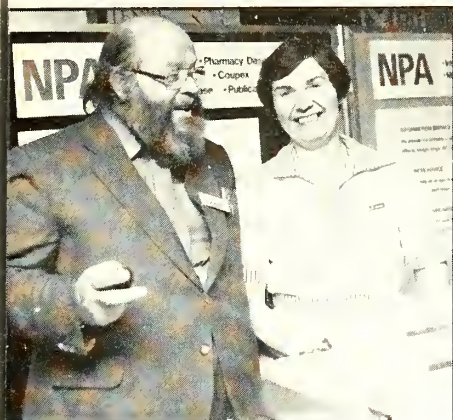


Above: A group of members down from Scotland; the mayor of St. Albans opens the Show (below); included in the audience are 17 NPA past-chairmen



Lucy Astill, daughter of NPA deputy secretary Tim Astill, presents a bouquet





Above: Mr. Ken Long, head of NPA's pharmacy planning unit, with Mrs Pam Hall, secretarial assistant. At right: a general view of the exhibition.



expertise the modern world had come to expect.

Winner of the pharmacognosy competition was Mr A. J. Edwards of London N1, who identified 19 of the 27 specimens.

LETTERS

Pharmacist's task more exacting

The increase in prescription charges may slow down the flow into the dispensary, but when the previous government made it clear that the pharmacist should be consulted on minor illnesses (advice free of course), it ensured that the total work load would not decrease. In fact the consultation which is now added to more and more OTC sales is making the task of the single-pharmacist outlet (if you will forgive the term) more exacting than ever before.

Only those of us in the "front line", as it were, can appreciate the position. Many like myself will be seeking early retirement, realising that the stress, strain and the problems of the incomplete prescription—let alone the interpretation of the odd one that gets through in perfect condition—will not go away but will get even more a part of our daily life.

Pharmacy has undergone many changes since I first put on my overall in October 1933, but none so drastic and far reaching as the abolition of RPM by Ted Heath. Is it just ten years ago? We have become a 4p-off society and looking into the shop, store or sales unit (take your choice) with the wonderful cut-price offers and promotions, linked up to that other fantasy world on ITV. One cannot but wonder, and not without some justification, whether they are the bright pavilions taking pharmacy into the next century—or are they after all just "glittering coffins".

S. S. Martin
Kendal, Cumbria

A fund in memory of Norman Shipley

Many of your readers will remember with love and respect my father, Norman Shipley of Ayrton Saunders, Onward, NAPD, PATA and of the pharmaceutical industry generally (*C&D*, June 9, p861).

My father died of cancer, and though he knew from the start that his chances of recovery were very slim, he bore his

illness with the courage and fortitude that all who knew him would expect.

Throughout his illness, he was treated by Dr M. J. Garratt of the radiotherapy and oncology unit of Clatterbridge Hospital, Clatterbridge, Wirral, Merseyside. Although they could work no miracles, they were quite marvellous in the way they looked after father and our family. Unfortunately, Clatterbridge is no more immune to the economies now being made than the rest of what we call the public sector.

Mr Dennis Massey of Ayrton Saunders has set up a fund in memory of my father, all proceeds of which will be sent to the hospital. Mr Massey may be contacted at Ayrton Saunders & Co Ltd, overseas sales division, 94 Park Lane, Liverpool L1 8HG.

Father, as his friends will know, was not a man to sit on his backside when there was something that could be done. So, if anyone wishes to express their respect for a great man, or if any company wants to show its thanks for an unexpected profit my father helped them make, please do so by sending some money either to Mr Massey or to any

Continued on p990

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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to:
The Secretary, Dept CD, The Triangle Trust 1949 Fund,
Clarges House, 6-12 Clarges Street, London W1Y 8DH.

WESTMINSTER REPORT

RPM talks 'exploratory'

The results of the meetings the Department of Health had with representatives of wholesalers, general practice pharmacists and manufacturers on discounts and the effects of the loss of resale price maintenance on medicines are unlikely to be published. In reply to a question in the Commons last week by Mr Laurie Pavitt, Sir George Young, Parliamentary Under-Secretary at the Department, said the meetings were purely exploratory.

Mr Nicholas Winterton, MP for Macclesfield, asked the Secretary for Health to make a statement on the continuing closure of pharmacies and the effect of such closures on rural areas. Sir George Young, in a written reply, said that although some closures had caused inconvenience and individual difficulty, there did not appear to be widespread serious difficulties for patients.

Analgesics sales

Another MP, Mr Roger Moate, asked whether there would be further consultations with non-pharmacy retail interests on the restriction on sales of analgesics imposed by the Medicines (General Sale List) Order 1977. He also asked the reason for limiting the pack of aspirin and paracetamol when sold by non-pharmacy outlets. Sir George Young replied that he had received no representations from retail interests on the subject. The limitation on pack size had been in accord with advice from the Medicines Commission in 1976 and interested parties had been fully consulted at the time.

Employment law to be eased?

The Government is considering changing the law on unfair dismissal and the handling of redundancies to ease the burden on employers and encouraging recruitment. Answering a written parliamentary question last week Mr James Prior, Secretary for Employment, said two provisions which could be amended by Order and which had been the subject of many representations, particularly from small businessmen, affected the qualifying period for unfair dismissal and the period required for consultation with trades unions and notification to the Department of Employment on certain redundancies.

The Government believes there is a strong case for extending the qualifying period of service for complaints of unfair dismissal from the present 26 weeks to 52. There is also a case for extending the period of 104 weeks for employees aged under 18. On redundancies, a 30-day rather than a 60-day period of consultation and notification of redundancies of less than 100 employees is proposed. It is felt that this would be more practicable

and realistic for smaller firms. Mr Prior is seeking views from the Confederation of British Industry, Trades Union Congress and others.

Increased charges a lower real burden

The increased prescription charge of 45p from July 16 will represent a lower real burden than the 20p charge did when it was fixed in 1971, according to the Secretary for Social Services, Mr Patrick Jenkin.

Speaking during a Commons debate on the Budget last week, Mr Jenkin said that to restore the value to today's price levels would mean an increase to at least 53p. The cost of prescriptions had risen faster than the Retail Price Index. In 1971 the 20p charge represented about a quarter of the cost of a prescription whereas 45p now covers only a fifth of the cost. Mr Jenkin said that he preferred to find savings by increasing charges rather than by cutting back spending—"a view that is shared by the overwhelming majority of British citizens."

By Tuesday, 24 MPs had signed the motion on increased prescription charges tabled immediately before the Budget last week by Mr Laurie Pavitt. The motion stated that any increase in prescription charges "would be compared to a second tax levied only on the ill and disabled which was totally unacceptable in any civilised community."

LETTERS

Continued from p989

hospital or research fund helping to fight cancer or looking after those people unfortunate enough to find themselves in my father's position. It really is the way he would have liked us to honour his memory.

Graham Shiply
Wirral, Merseyside

Mr Oliver retires

After 30 years as head of the school of pharmacy, Sunderland Polytechnic, Mr F. H. Oliver is retiring at the end of the current academic session. Mr Oliver's outstanding contributions to pharmacy are well known and extend to all areas of the profession and to many parts of the world.

The staff of the school, together with the local branch of the Pharmaceutical Society, are arranging a presentation to "Fred" as a token of their appreciation and any former students, colleagues and friends wishing to be associated with this presentation are invited to send their

Photopia absorb extra VAT

The Photopia Group of companies are absorbing the increase in VAT from both the present 8 per cent and 12½ per cent rates, so as to maintain the present minimum advertised price on all products.

The net dealer and best cost prices have been reduced since the Budget, allowing the retailer to add 15 per cent VAT but still charge the same price to the consumer.

Name change

In order to reflect the widening of the association's activities the Disinfectant and Maintenance Products Association has recently changed its name to the British Association for Chemical Specialities. The scope of the Association has been extended to cover a full range of chemical industrial specialities. Membership is now open to companies that manufacture products, or raw materials such as antistatics, mould releases, de-watering products, wetting agents and water and effluent treatment products. It is envisaged that a new committee will be set up to deal with these products.

The decision to change the title and scope was agreed unanimously at the association's 49th annual meeting. The retiring chairman, Mr Eric Reeves, reported at the meeting that 1978 had been an extremely active year for the association which had become a stronger and more effective trade association with increasing stature in relation to government and other organisations. Mr J. W. Gibson, vice-chairman during 1978, was elected as chairman.

contributions, as soon as possible, to the "F. H. Oliver Testimonial Fund", c/o Dr B. P. Jackson, school of pharmacy, Sunderland Polytechnic, Sunderland SR1 3SD.

The presentation will be made at a dinner to be held in Sunderland on September 20 full details of which will be sent to all subscribers.

A. Firth, Dr Boyd, Dr B. P. Jackson, Dr C. Jackson
School of pharmacy
Sunderland Polytechnic.

Appeal thanks

May I, through your columns, thank all those contractors of the Middlesex Pharmaceutical Group and the former Middlesex Executive Committee, who supported the James Anderson Stewart Appeal. It had been intended to make a public presentation but the enormous increase in costs priced that intention out. Instead, the present chairman of the group, Mr Flaherty, presented Mr Stewart with a cheque at the last group meeting and conveyed the thanks and good wishes of all those who had contributed.

Lewis Priest
London W5

Society can challenge disciplinary ruling

The Pharmaceutical Society was given leave in the High Court last week to challenge the dismissal on March 12 by the Society's Statutory Committee of a complaint that two pharmacists and an applicant for registration were unfit to be pharmacists.

Mr Robert Webb, for the Society, told the Queen's Bench Divisional Court that the ruling by the Committee chairman, Sir Gordon Willmer, that the Society could not call evidence to show why the three had been guilty of misconduct, could affect disciplinary proceedings concerning the medical, legal and nursing professions.

Sir Gordon had held that the Committee had no jurisdiction to hear the complaint because the legal maxim "nemo bis vexari debet" (no one must be vexed more than once by litigation) prevented the Society from calling evidence relating to events which had led to the three against whom the complaint had been laid being convicted at the Old Bailey in August, 1978 of causing grievous bodily harm.

Lord Widgery, the Lord Chief Justice, said the point raised by Sir Gordon's ruling was obviously of great importance. Lord Justice Waller and Mr Jus-

tice Lloyd agreed that the Society should have leave to apply for a judicial review of Sir Gordon's ruling with a view to it being quashed. The Statutory Committee was not represented at the hearing.

SKF-Unichem case joins legal queue

A lawsuit over alleged breaches of a wholesale distribution agreement brought by Smith Kline & French Laboratories Ltd against Unichem Ltd is expected to be heard next year and last for a month, a High Court judge was told last week.

At a preliminary hearing, the vice-chancellor, Sir Robert Megarry, declined to give directions for an early trial saying it would be better for the parties to arrange to get "a place in the queue" of pending actions. Mr Anthony Walton, QC, for Smith Kline, said it was a case involving a big drug company as suppliers, and large wholesalers. The urgency of the matter in the public interest was that if one company acted in alleged breach of a distribution agreement it might attract other customers to gain an unfair advantage.

Persistent cutting of prices meant that

sales were more and more concentrated into the hands of the big suppliers, causing harm to the drug manufacturers. The action concerned companies from all over the world, including America, Holland, France, Australia and South Africa, said Mr Walton. Outside the court, SK&F said the action was not expected to be heard before early 1979.

'Turning point for home medicines'

This year—the 60th anniversary of the Proprietary Association of Great Britain—has been a turning point for home medicines, believes Mr John Wells, PAGB executive director.

"The practice of self-medication has achieved an unprecedented degree of acceptance," he writes in PAGB's annual report published this week. Government, doctors and others outside the industry were now recognising the important role that self-treatment of minor ailments played in the health care system.

"It has required constant and unremitting effort by the industry and by its trade association to gain this acceptance; and it will require the same vigilance and energy to maintain it," he adds. "Our new task and our new responsibility must be to collaborate with health bodies to foster effective, responsible and successful use of home medicines."

PAGB now has 71 full members and 24 associate members.

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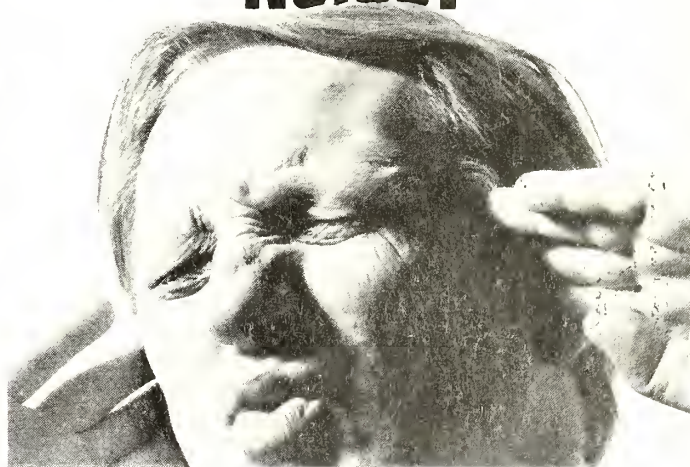
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COMPANY NEWS

Ayrton, Saunders lose to discounters

Ayrton, Saunders say they have lost a certain amount of business to wholesalers who continued to discount manufacturers' prices of "ethical" medicines. In his annual statement to shareholders, chairman Mr D. R. Leith says Ayrton, Saunders nevertheless believe that "price maintenance for medicines is, in the long term, in the public interest."

Export sales showed a decrease of £214,450 caused wholly by a change of policy in Nigeria during the last quarter.

From sales of £8.54m in the year ended February 24 the company had a pre-tax profit of £576,738 against £7.99m and £532,208 respectively in the year previous.

Award made to Photopia

The Photopia International Group has been given the Distributive Industry Training Board Award. The award was made to the Photopia Group in recognition of training schemes developed jointly by the company and the DITB which contribute to the efficiency of the business, the opportunities for the career development of the staff and the high standard of service offered to customers of the group.



Stanley Jones (right) who has been declared salesman of the year for LRC Products LR/Wright's salesforce for the second year running. Mr Jones was presented with a cheque and an engraved cut glass tankard. Mrs Jones also received a presentation set of wine glasses for taking messages and orders while her husband is away. Making the presentation was another "top" salesman, Mr Norman Wilson. He is the company's longest serving representative.

Guinness profits up

Group pre-tax profit of Arthur Guinness Son & Co Ltd for the twenty-four weeks ended March 17 was £23.1m against £14.3m in the same period of 1978. No separate figures are given for the pharmaceutical side of their operations which include R. Gordon Drummond Ltd but "general trading" accounted for £3.1m (2.5m) of which brewing contributed more than five times that amount. RGD profits improved in line with other retail.

Briefly

The telephone number of Merrell &

Pardoe Ltd, Kelvin Way, West Bromwich, has been changed to 021-525 6797. Schering AG, West Berlin, plan to acquire Cooper Laboratories in Palo Alto, California. The pharmaceutical division of Cooper Laboratories had sales of £34m in 1978.

Appointments

Regent Laboratories Ltd: Mr. A. J. Wolfe has been appointed production director. An associate of the Royal Institute of Chemistry, Mr Woolfe joined Regent in September 1974, as quality control manager, becoming production manager two years ago.

MARKET NEWS

New price round

London, June 20: The rapidly rising costs of raw materials of recent months coupled with the changes announced in the Budget last week must provide a fresh impetus to the upsurge of prices seen recently in the pharmaceutical chemical sector. The knock-on effect of those moves will be seen sooner rather than later especially with the demise of the Price Commission.

Botanicals during the week were firm. There were 14 commodities dearer among only three that were lower. Jalap, ergot and spot belladonna were not quoted. Among spices turmeric and cinnamon bark were advanced.

One of the few features of the essential oil sector was the scarcity of offerers of citronella with no quotations from China or Java. The recent firm tone of patchouli was maintained with a rise of £0.55 kg on the week.

Aspirin: 10-ton lots £1.50 kg; imported £1.12.
Atropine: (Per kg in 1/2-kg lots) Alkaloid £200.50; methonitrate £179; sulphate £169.
Benzocaine: BP in 50-kg lots, £6.08 kg.
Benzoic acid: BP in 500-kg lots, £0.7426 kg.
Biotin: Crystals £7.15 per g; £5.90 in 5-g lots.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £265 per metric ton.
Carotene: Suspension 10%, £33.43; £31.43 in 5-kg lots; 20%, £43.43 and £41.43; Crystalline £178.57 kg in 250-g packs.
Cocaine: Alkaloid £688 kg; hydrochloride £628.
Hyoscine: Hydrobromide £490 kg.
Hyoscyamine: Sulphate, 100-kg lots £267.90 kg.
Hypophosphorous acid: (Per metric ton in 50-kg lots), Pure 50 per cent £425. BPC (30 per cent) £305.34
Iodides: Ammonium 95.56 kg (for 50-kg lots); potassium £4.53 kg (250-kg lots); sodium £6.79 kg
Iodine: Resublimed £6.48 kg in 250-kg lots
Iodotorm: USNF £12.50 kg in 50-kg lots.
Isoetharine hydrochloride: £100 kg for 1-kg lots.
Isoniazid: BP 1973 £4.20 kg in 300-kg lots.
Isofenflurine: Hydrochloride £65, kg; sulphate £80.
Kaolin: BP natural £140.70 per 1,000 kg; light £147.70 ex-works in minimum 10-ton lots.

Crude drugs

Agar: Spanish/Portuguese £6.50 kg.
Aloes: Cape £1,080 ton spot; £1,065, cif. Curacao nominally £2,245, cif. no spot.
Baisams: (kg) Canada: Unchanged at £12.90 spot; £12.45, cif. **Copaiba:** £3.45 spot £3, cif. **Peru:** No spot; £9.85, cif. nominal. **Tolu:** £5.90 spot.
Belladonna: (kg, cif) Herb £1.40, leaves £2.13; root no offers.
Benzoic: £200 cif. nominal.
Buchu: Leaves £1.40 kg spot; £1.33, cif.
Camphor: Natural powder £5.60 spot; £5.45, cif. Synthetic £0.96 spot; £0.92, cif.
Cardamoms: Alleppy green No. 2 £9 kg, cif.
Cascara: BP natural £140.70 spot; £1,125, cif. new crop.
Cherry bark: Spot £1,120 metric ton; shipment £1,000, cif.
Cinnamon: Seychelles bark £480 metric ton spot; £400, cif. Ceylon quills 4 o's £0.64 1/2 lb, featherings £0.16, lb, cif.
Cloves: Madaoascar/Zanzibar £4,150 metric ton spot; £3,850, cif.
Cochineal: Tenerife black brilliant spot £17.70 kg nominal. Peru silver grey £14.40 spot; £14.10, cif.
Dandelion: Spot £1,940 metric ton spot; £1,480, cif. No offers.
Ergol: Portuguese £1.65 spot; no cif.
Gentian root: £1,755 metric ton spot; £1,740, cif.
Ginger: Cochin £625 metric ton spot shipment £425, cif. Other sources not quoted.
Henbane: Niger £1,395 metric ton spot; £1,370, cif.
Hydrastis: Spot £29 kg; no cif.
Ipecacuanha: (kg) Costa Rican, spot £16 kg nominal Malto Grosso £15.85; no cif.

Jalap: No offers.
Kola nuts: £480 metric ton spot; £425, cif.
Liquorice root: Chinese £560, metric ton spot £540, cif. Block juice £1.63-£1.90 kg spot.
Lobelia: American nominal. European £1,700 metric ton, cif.
Pepper: (metric ton) Sarawak black £1,000 spot, £1,725 cif; white £1,475 spot; £2,550, cif.
Quillaia: Spot £995 metric ton; £725, cif.
Senega: Canadian £10 kg spot, £8.50, cif.
Senna: (kg) Alexandria pods hand-picked from £2 upwards; manufacturing £0.60. Tinnevely f a q leaves £0.46; pods, faq £0.48; hand-picked £0.55.
Squill: Italian white nominal.
Styrax: Turkish natural £5.60 kg spot; £5.60, cif. nominal.
Tonquin beans: Para £3.05; kg spot £2.90, cif.
Turneric: Madras finger £650 metric ton spot, nominal £470, cif.
Valerian: Dutch £1,890 metric ton spot; £1,830, cif. Indian £1,210 spot; £1,190, cif.
Witchhazel leaves: £2.20 kg spot; £2.10, cif.

Essential and expressed oils

Camphor white: £0.85 kg spot; £0.86, cif.
Cinnamon: Ceylon leaf £2.50 g spot; £2.65, cif; bark, English-distilled £160.
Citronella: Ceylon no spot; £3.20 kg cif. Chinese. No spot; £3.45, cif. nominal.
Eucalyptus: Chinese £1.70 kg spot; £1.65, cif.
Lemongrass: Cochin £6.30 kg spot; £5.55, cif.
Patchouli: Indonesia £14.25 spot, £14.30, cif.
Peppermint: (kg) Arvensis—Brazilian £4.55 spot; and cif. Chinese £3.60 spot; £3.45, cif. Piperata—American from £12 spot; £11, cif.
Pelletgrain: Paraguay no spot; £5.95 kg cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Thursday, June 28
Bournemouth and East Dorset Branch, National Pharmaceutical Association, Postgraduate centre, Poole, at 8 pm. Annual meeting, followed by a talk by Mr A. J. Howie on "The NHS contract as applied to the optical profession."

Advance information
Symposium on the Gut as a Target for Drug Research, July 17, Chelsea College, Manresa Road, London SW3. Organised by and further details from Society for Drug Research, secretariat, c/o Institute of Biology, 41 Queen's Gate, London SW7 5HU.

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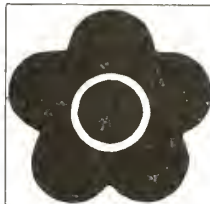
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IS INEXPENSIVE AND CAN BRING
TERRIFIC RESULTS

For details and further information telephone
Ann-Maria Pym on 353-3212, ext. 116.



MARY QUANT

**A very, very
special opportunity
with Mary Quant . . .
internationally.**

Smith & Nephew Cosmetics, who make and market the Mary Quant brand, are now ready to select an international make-up promoter/demonstrator.

That means you will be personally representing the brand range and the brand image in every country visited. You will be at overseas Press Receptions, be interviewed on TV and radio, give first-class commentary and demonstrations at point of sale, and motivate all levels of management staff by your own example and skills while overseas. In short, do everything possible to enhance prestige and sales, short- and long-term.

Since you will be representing the brand to our distributors and to the general public, we shall require an ability to present the range to consumers of all nationalities and complexion types. You must be prepared to spend at least 6 months a year overseas, and have a knowledge of fragrance and fashion trends throughout the world and an awareness of the latest cosmetic application techniques.

Please contact:
Denise Etheridge,
Smith & Nephew Cosmetics Ltd.,
Hook Rise South,
Surrey KT6 7LU.
Tel: 01-397 5200 ext. 337.

Sex Discrimination Act

No job advertisement which indicates or can reasonably be understood as indicating an intention to discriminate on grounds of sex (e.g. by inviting applications only from males or only from females) may be accepted, unless

- (1) the job is for the purpose of a private household or
- (2) it is in a business employing less than six persons or
- (3) it is otherwise excepted from the requirements of the Sex Discrimination Act.

A statement must be made at the time the advertisement is placed saying which of the exceptions in the Act is considered to apply.

Can you meet the demand?

There's been an increasing consumer awareness of the exciting range of pharmacy-only Pharmaton skin care products in recent months, following press coverage and the nation-wide distribution of sachet samples by our consultants.

These scientifically produced Swiss products are made by the manufacturers of Pharmaton Capsules — and are used by discerning women throughout Europe. If you would like details of trade terms, supporting p.o.s. material or promotional leaflets, ask your usual wholesaler.

Or contact Pharmagen Ltd., Runcorn, the main U.K. distributors on 092 85 72816.



Pharmaton

SKIN CARE RANGE

Skin Activator
Pharmaton

Face Clean
Pharmaton

Nail-Fit
Pharmaton

Hair Tonic
Pharmaton

Royal Bath
Pharmaton

Rodine C FOR RATS & MICE

At hardware stores,
chemists, DIY and
garden shops

RENTOKIL

PRODUCTS THE PROFESSIONALS USE

RENTOKIL LTD. PRODUCTS DIVISION FELCOURT, EAST GRINSTEAD
WEST SUSSEX RH19 2JY Telephone: Lingfield (0342) 833022



Pentic- shelf edge promotion

In a wide range of sizes:

- SHELF EDGE TICKET RAIL — Produced in high grade PVC material, five sizes and easy fixing
- PENTISTRIP — Colour insert strip for ticket rail available in five colours and transparent
- CASH & CARRY TICKET RAIL — Useful for product promotion or large shelf display units
- A comprehensive range of price numerals, cage talkers and bargain spotter frames. Individual price ticketing requirements also supplied

NORMAN PENDRED CELLGRAVE
1a Catford Hill, London SE6 Tel: 01-690 4841

Name _____
Address _____

CD/23/6/79



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH
CHEMISTS



BY APPOINTMENT
TO HER MAJESTY QUEEN MOTHER
CHEMISTS

NELSON'S

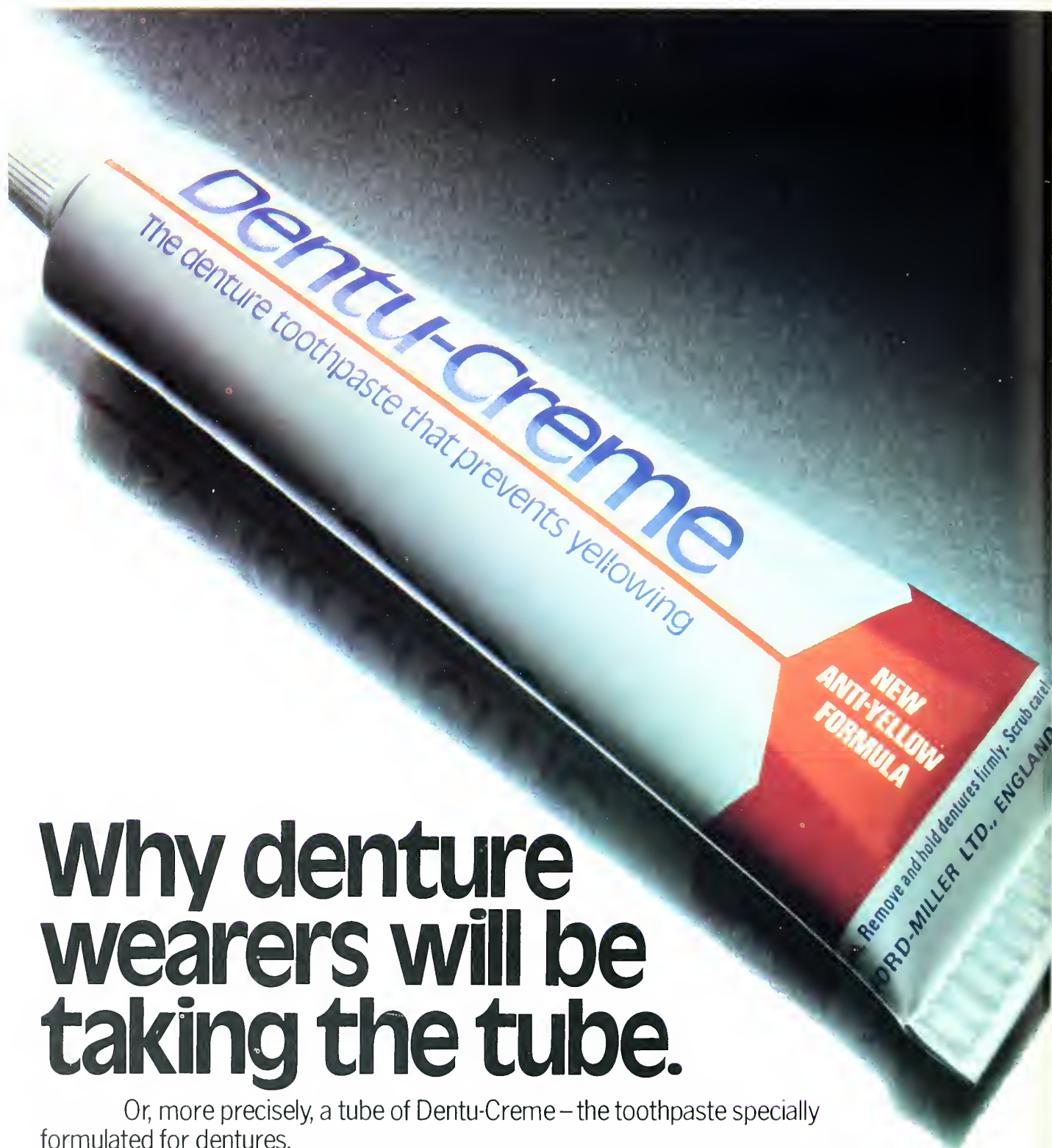
Britain's leading specialists in homoeopathic preparations, Nelson's produce a comprehensive range of medicines, specialities and toiletries, manufactured under modern laboratory conditions. Established in 1860, Nelson's have built up a worldwide reputation for technical excellence, quality and service which they are striving constantly to enhance. Lists of Nelson's Homoeopathic Medicines and Products are available on request.

A. NELSON & CO. LTD.

Laboratories and Accounts
215-223 Coldharbour Lane
London SW9
Tel: 01-274 3237

Registered Office
73 Duke Street
Grosvenor Square
London W1M 6BY

Telex 268312 HAHNEMAN NELSON
Cables HOMOEOPATH LONDON W1



Why denture wearers will be taking the tube.

Or, more precisely, a tube of Dentu-Creme – the toothpaste specially formulated for dentures.

First of all, there's the colourful consumer advertising for 1979. And there's nothing staid or boring about it. In fact it's likely to be the most noticed campaign in the history of denture products.

It's a national campaign – with more money put behind it than ever before. In fact, 40% more than last year.

With lots of full-page colour in Women's magazines, and insertions in T.V. Times, the big dailies and Sundays, it'll run from March right through until December.

And secondly, to really get things going, and to help make 1979 the best year ever, we'll be running a promotion that's already been outstandingly successful. You'll remember the special packs of Dentu-Creme containing a free packet of Freedent chewing gum – we'll be doing it again.

So shouldn't you be taking more of the tube too?



Dentu-Creme
Stafford-Miller.